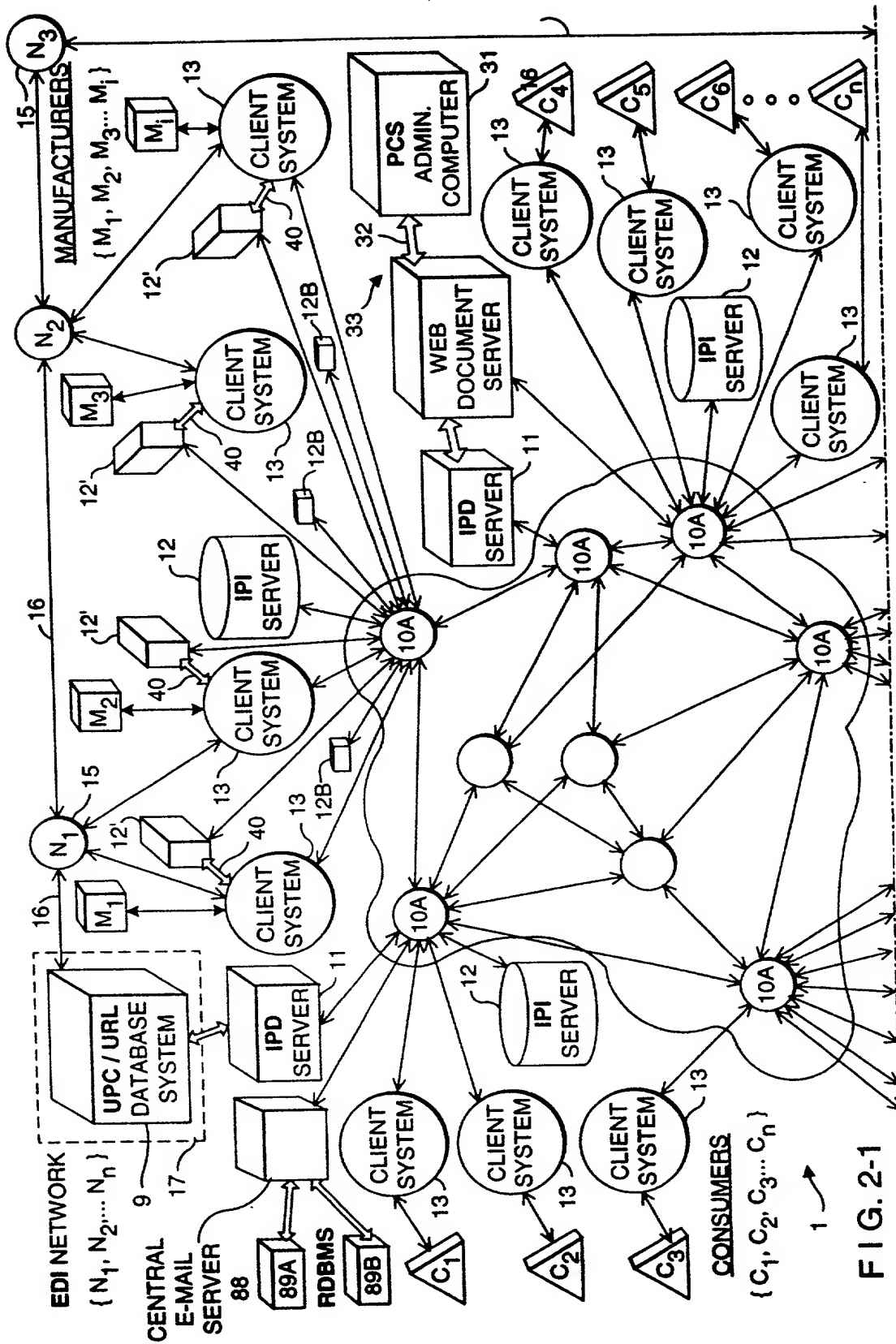


FIG. 1

FIRST ILLUSTRATIVE EMBODIMENT



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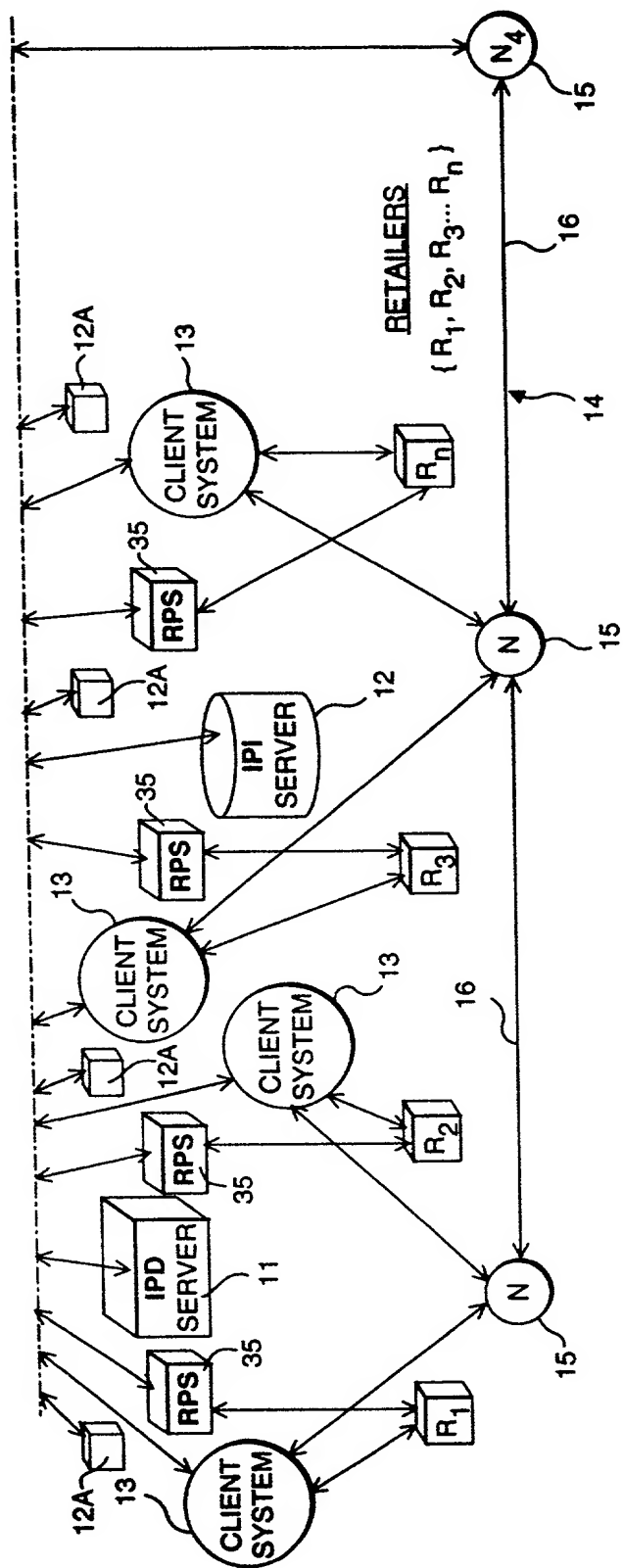
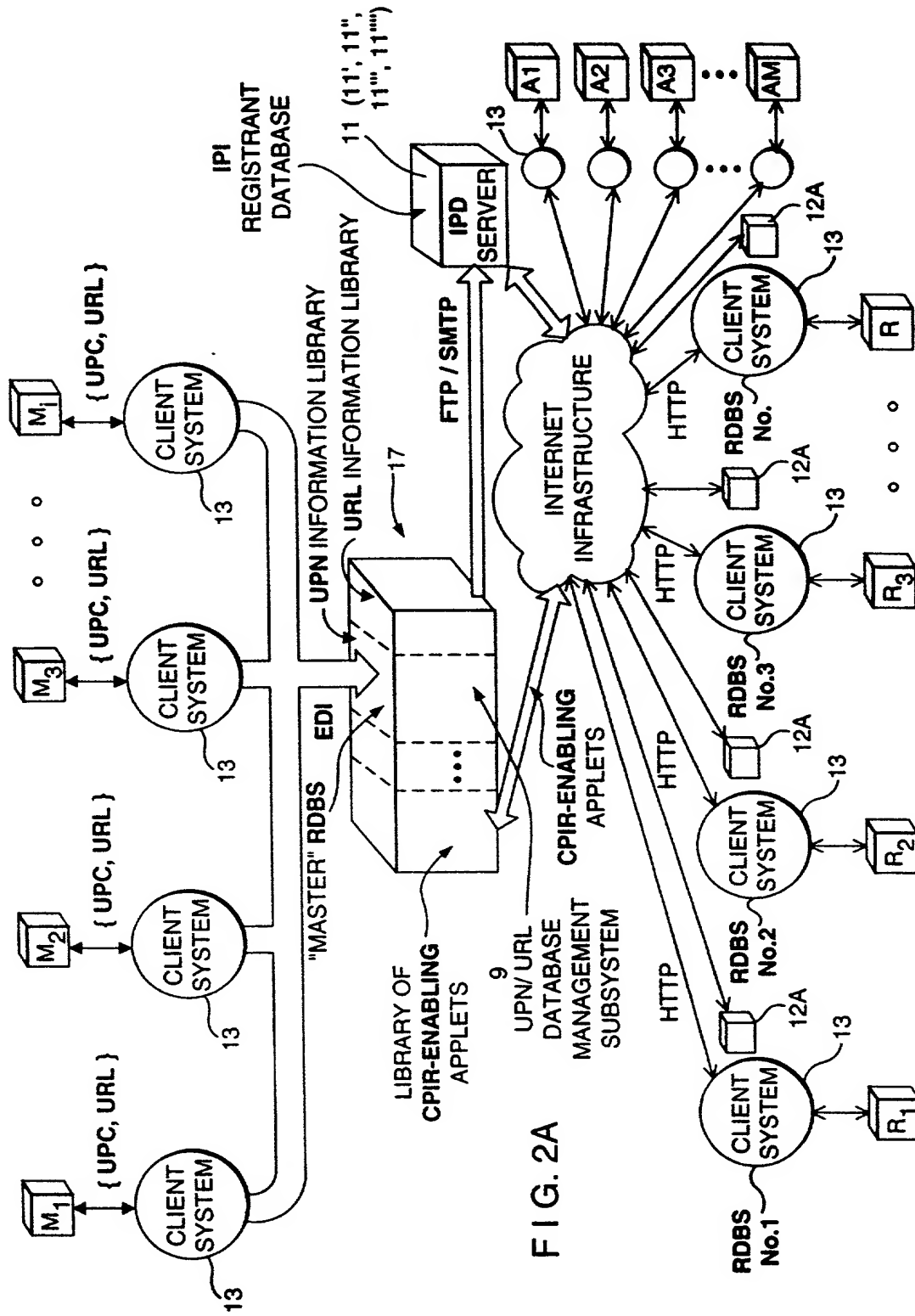
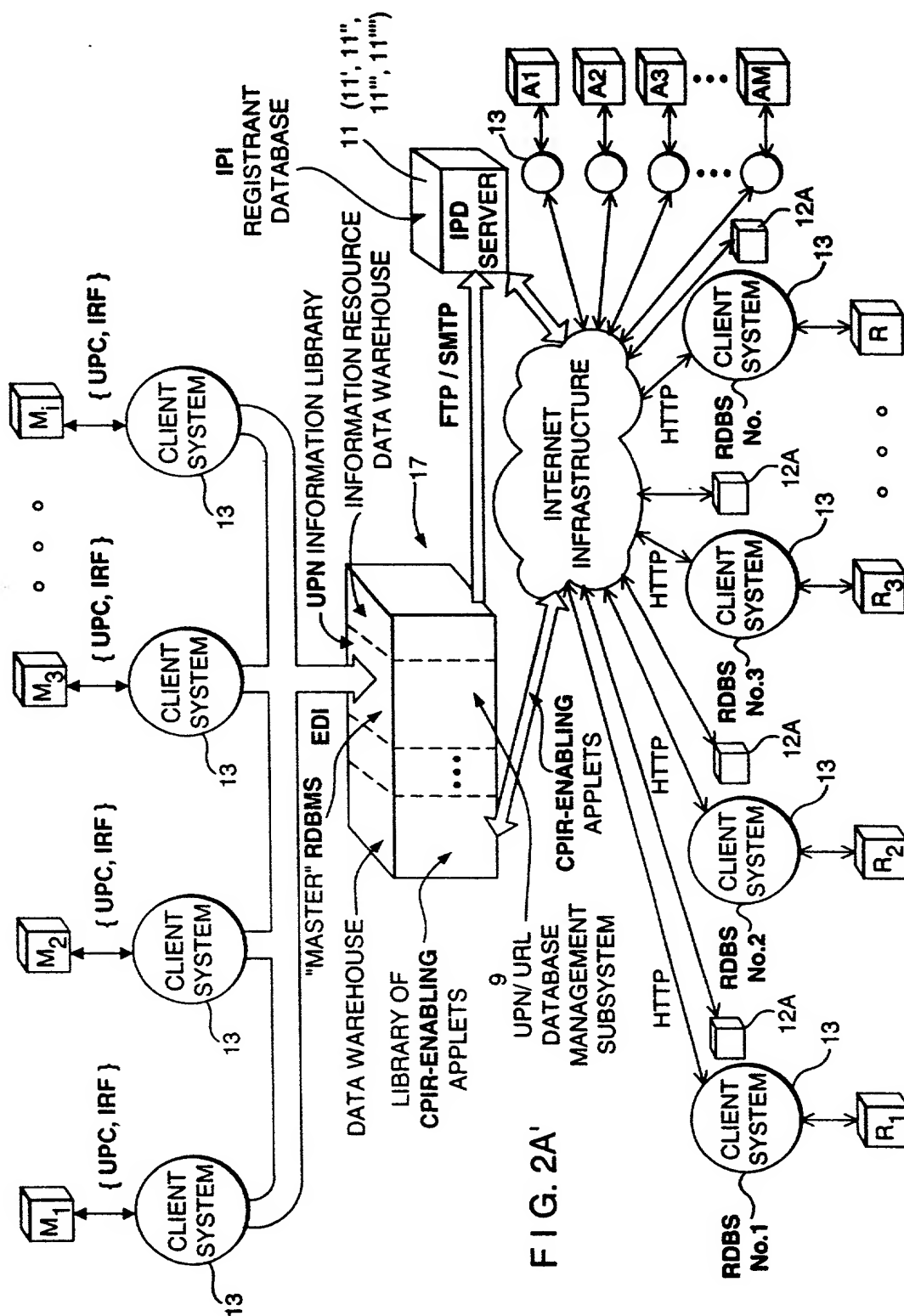


FIG. 2-2

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# MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

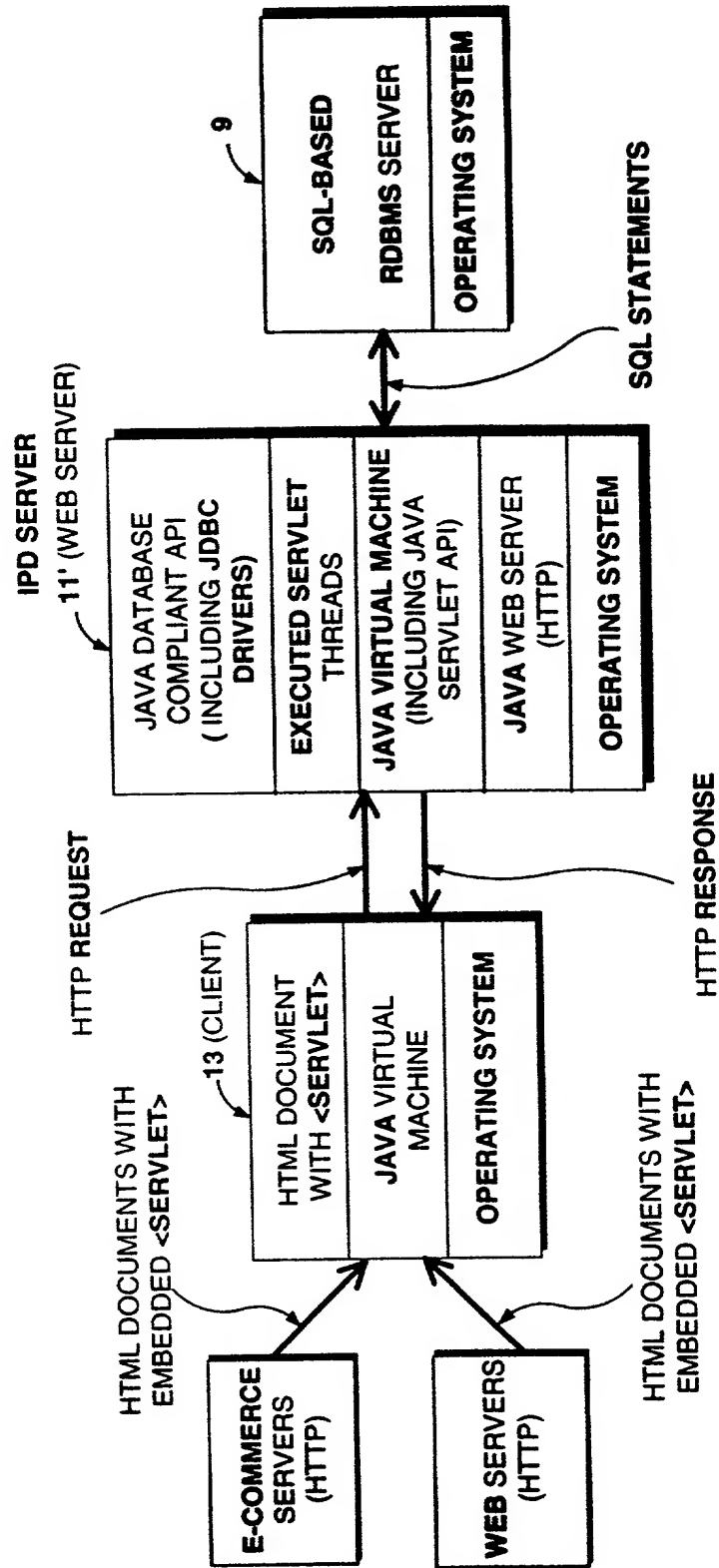


FIG. 2B1

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

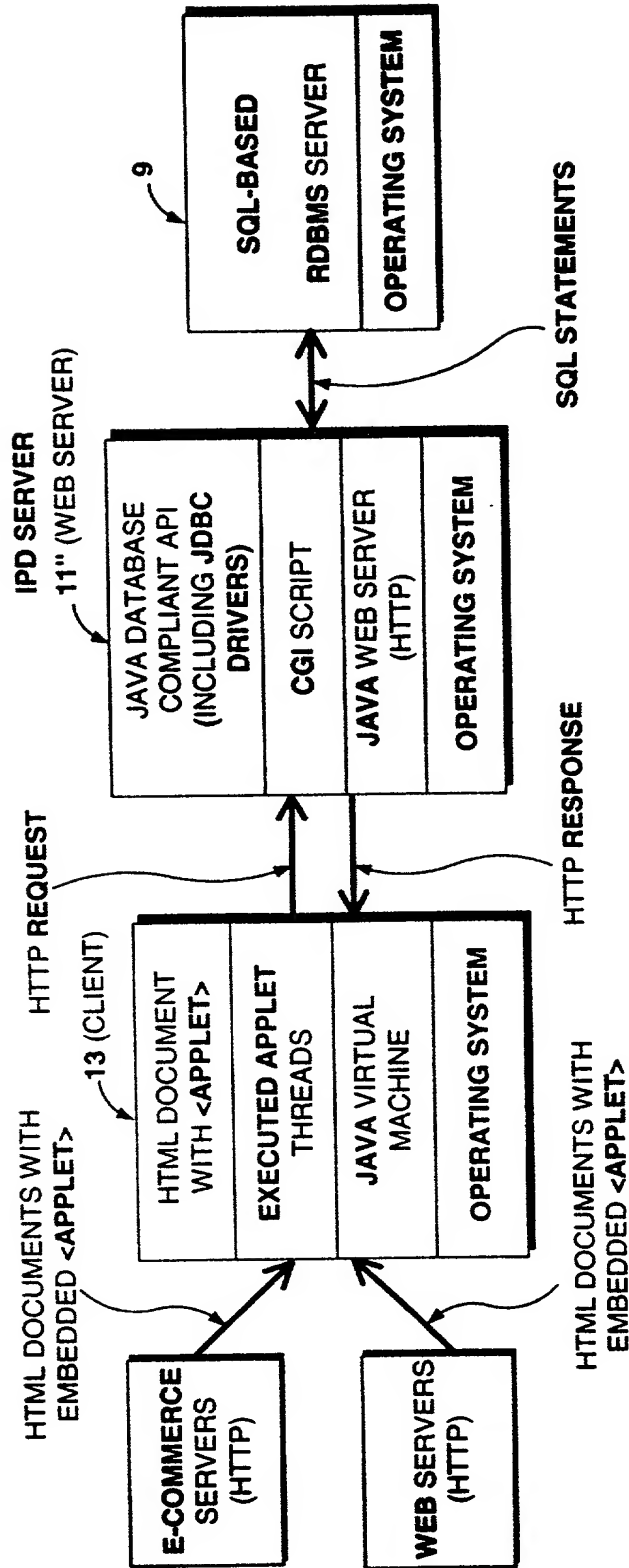


FIG. 2B2

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING  
CLIENT-SIDE APPLET EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

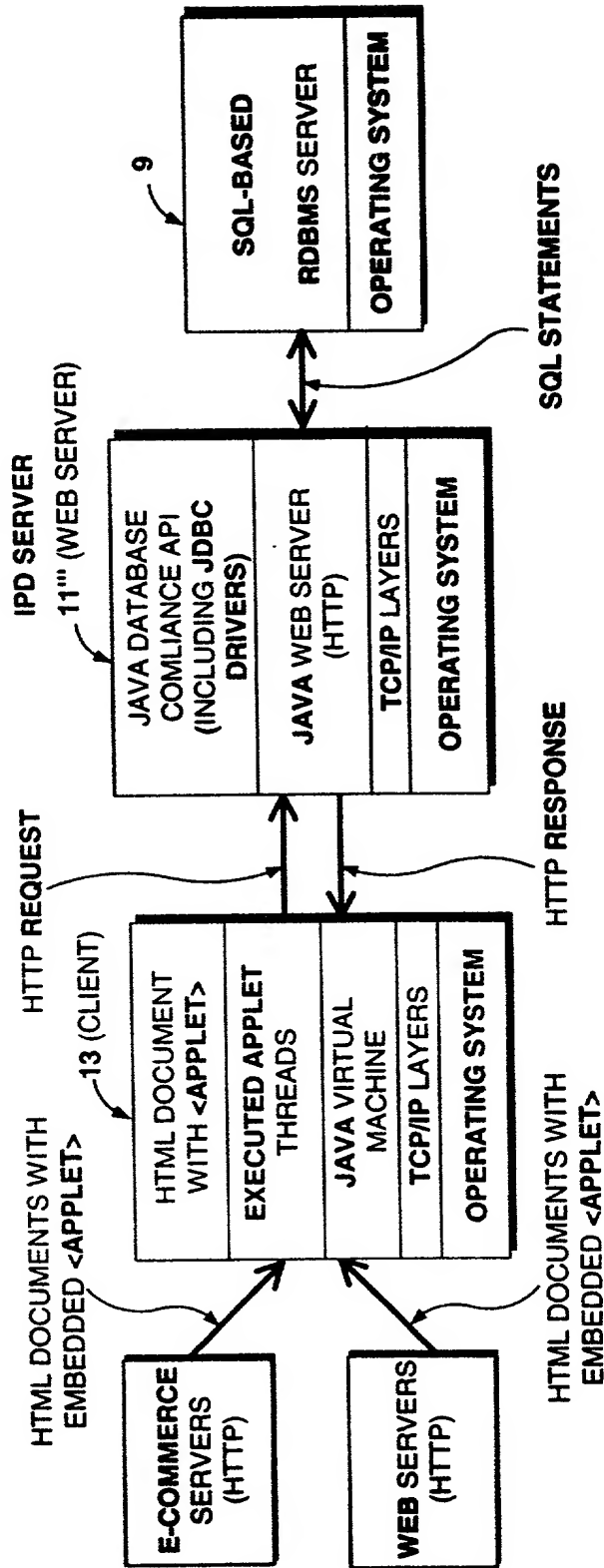


FIG. 2B3

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM  
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS  
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

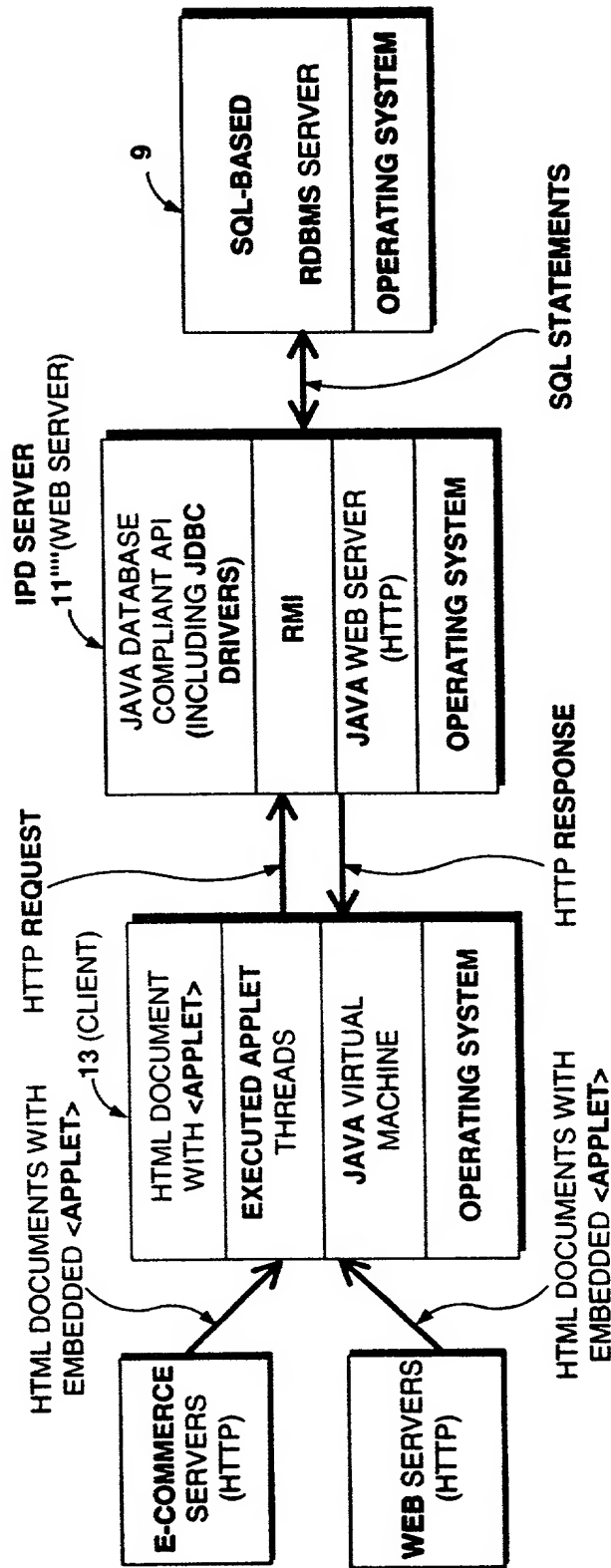


FIG. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

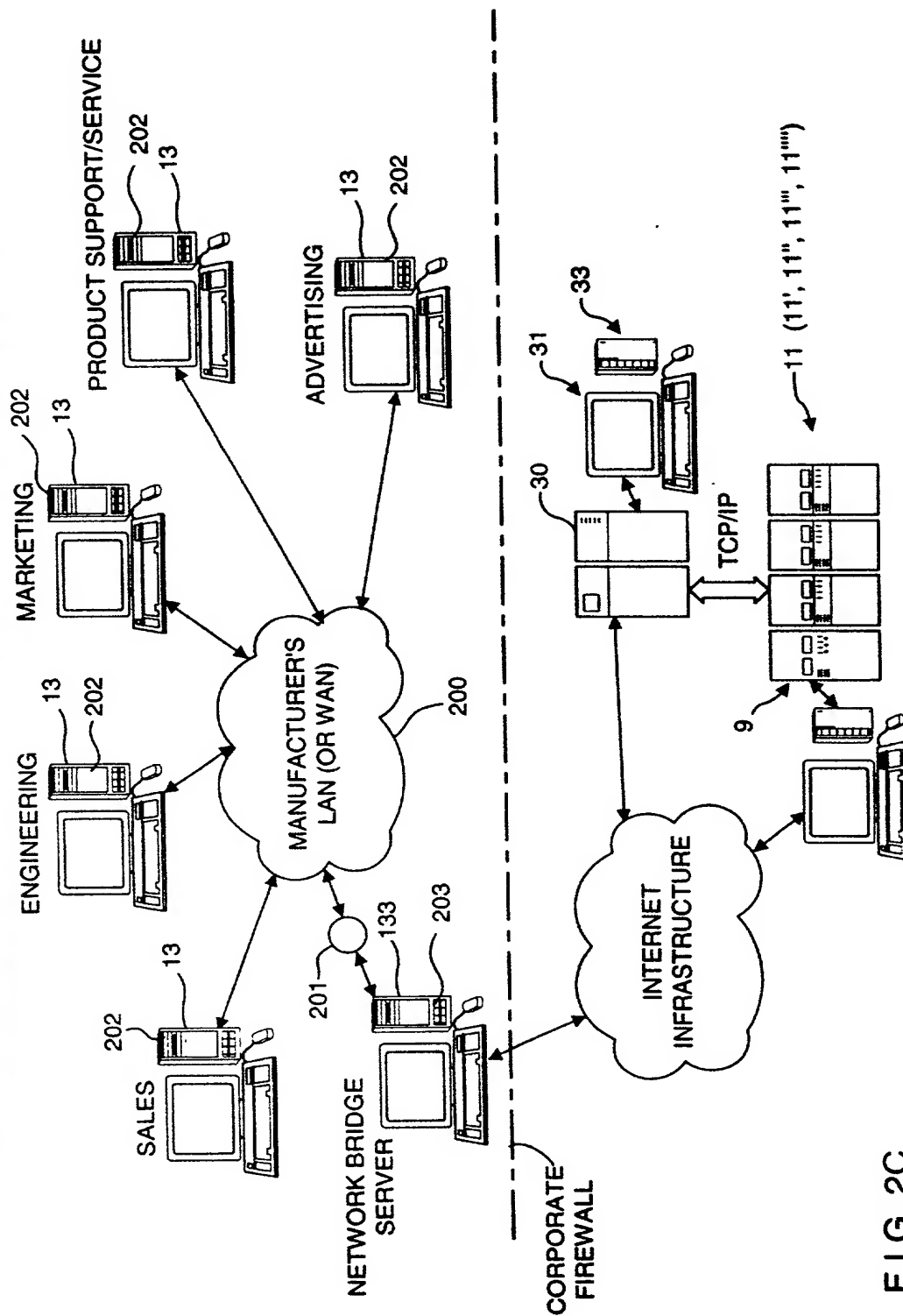


FIG. 2C

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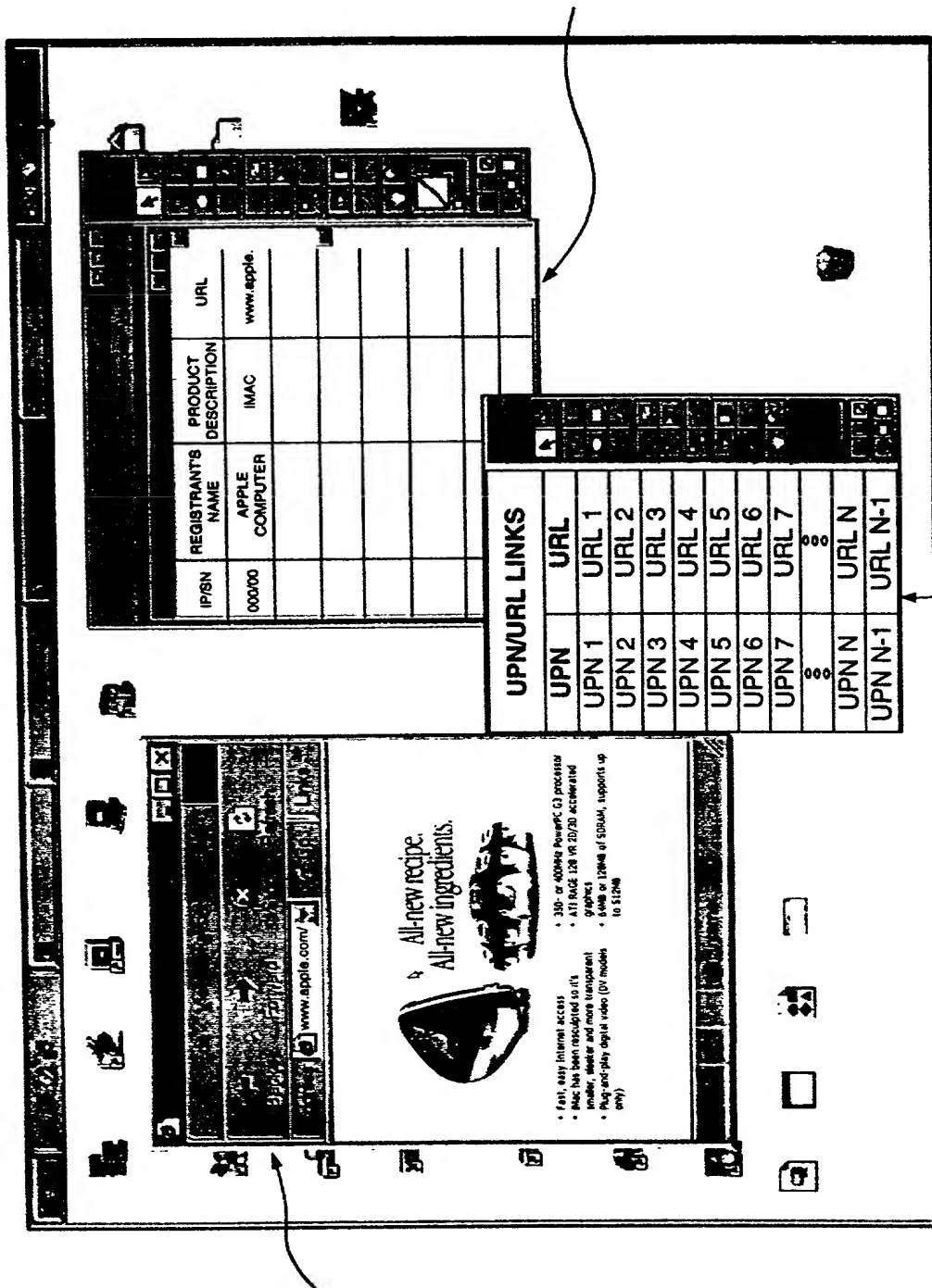


FIG. 2C1

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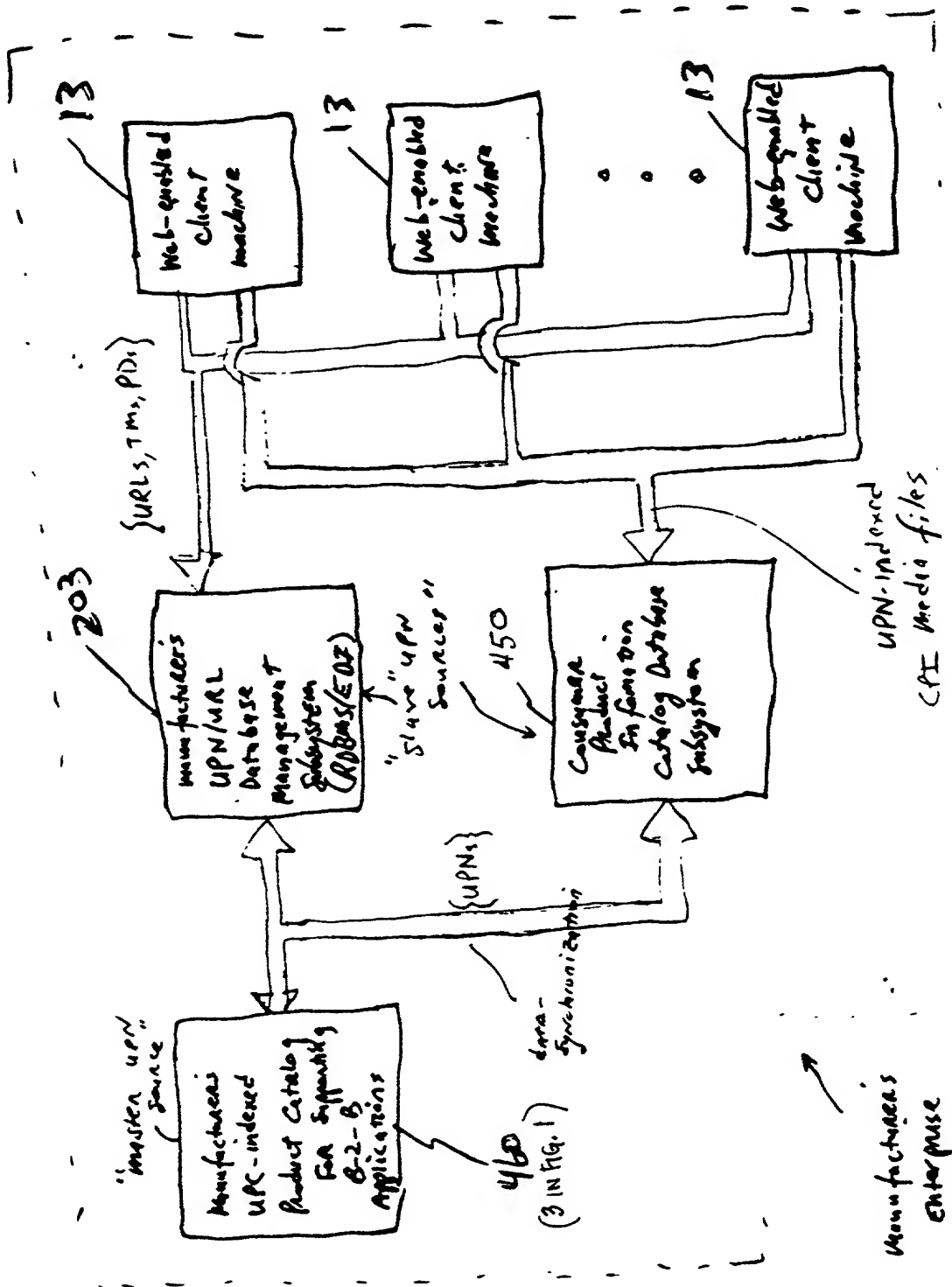
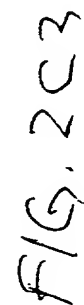


FIG. 2C2





DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

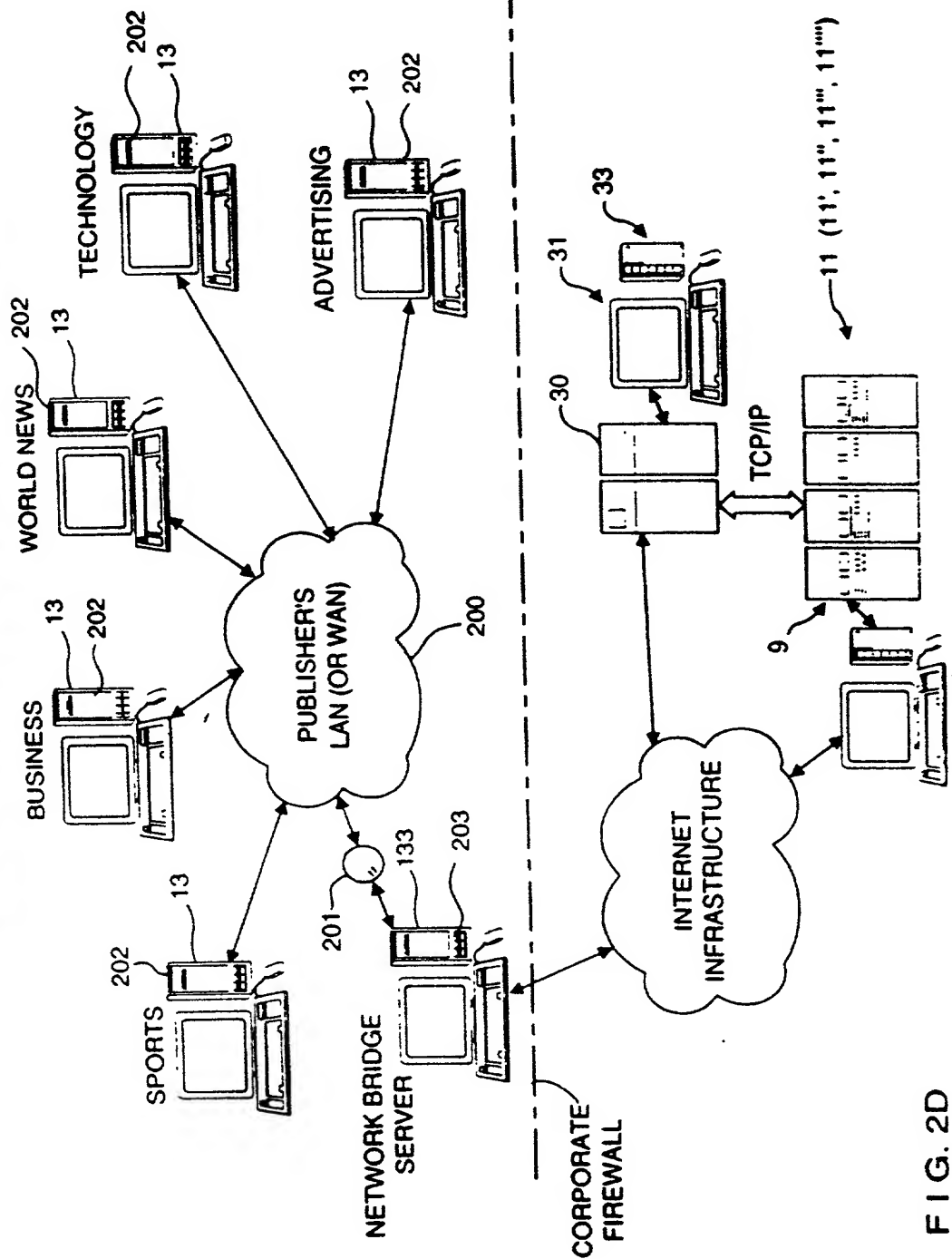


FIG. 2D

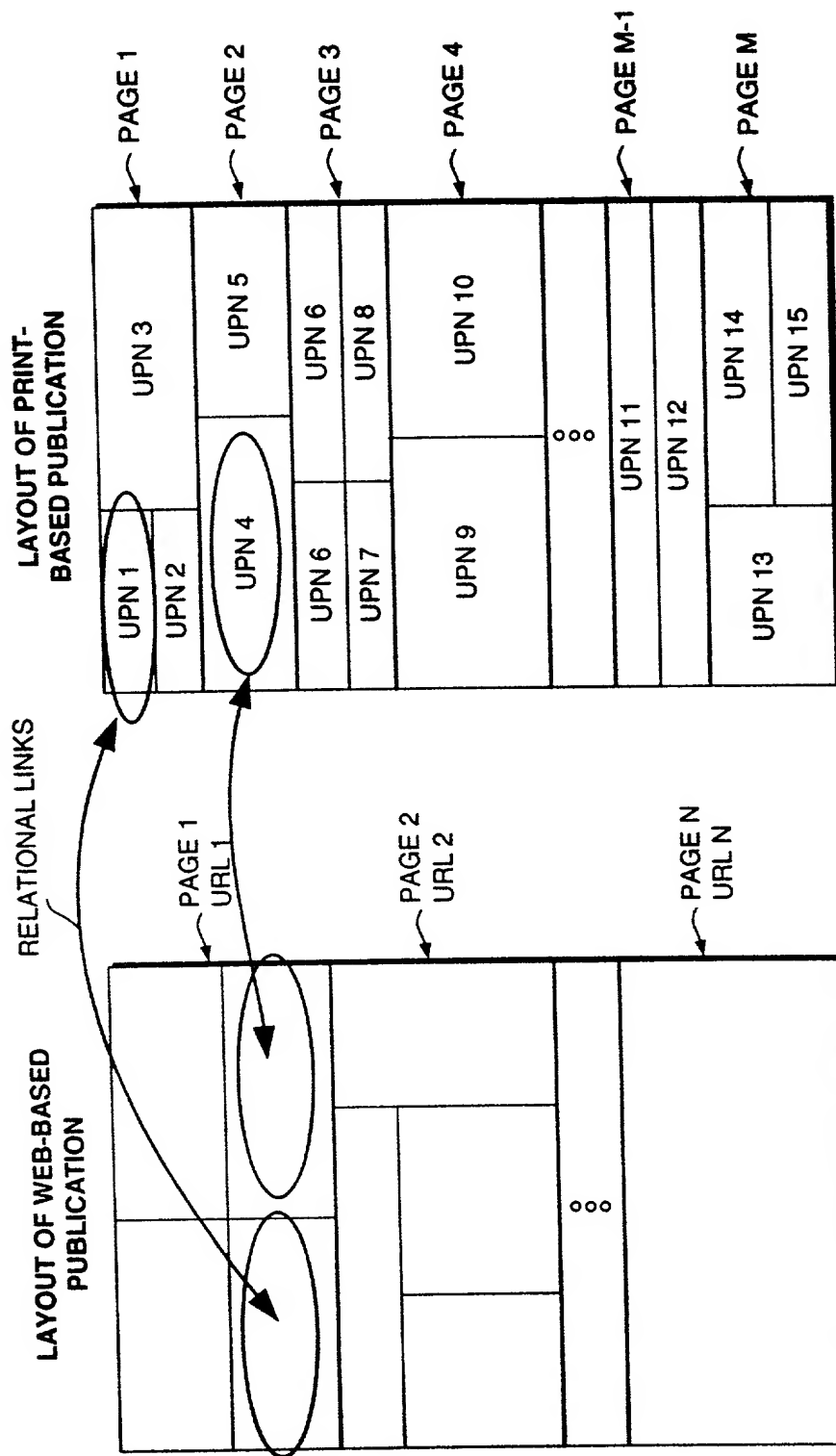


FIG. 2E2

FIG. 2E1

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UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
○ ○ ○	○ ○ ○
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

208270" 92065001

COMPOSITION/EDITORIAL MODE

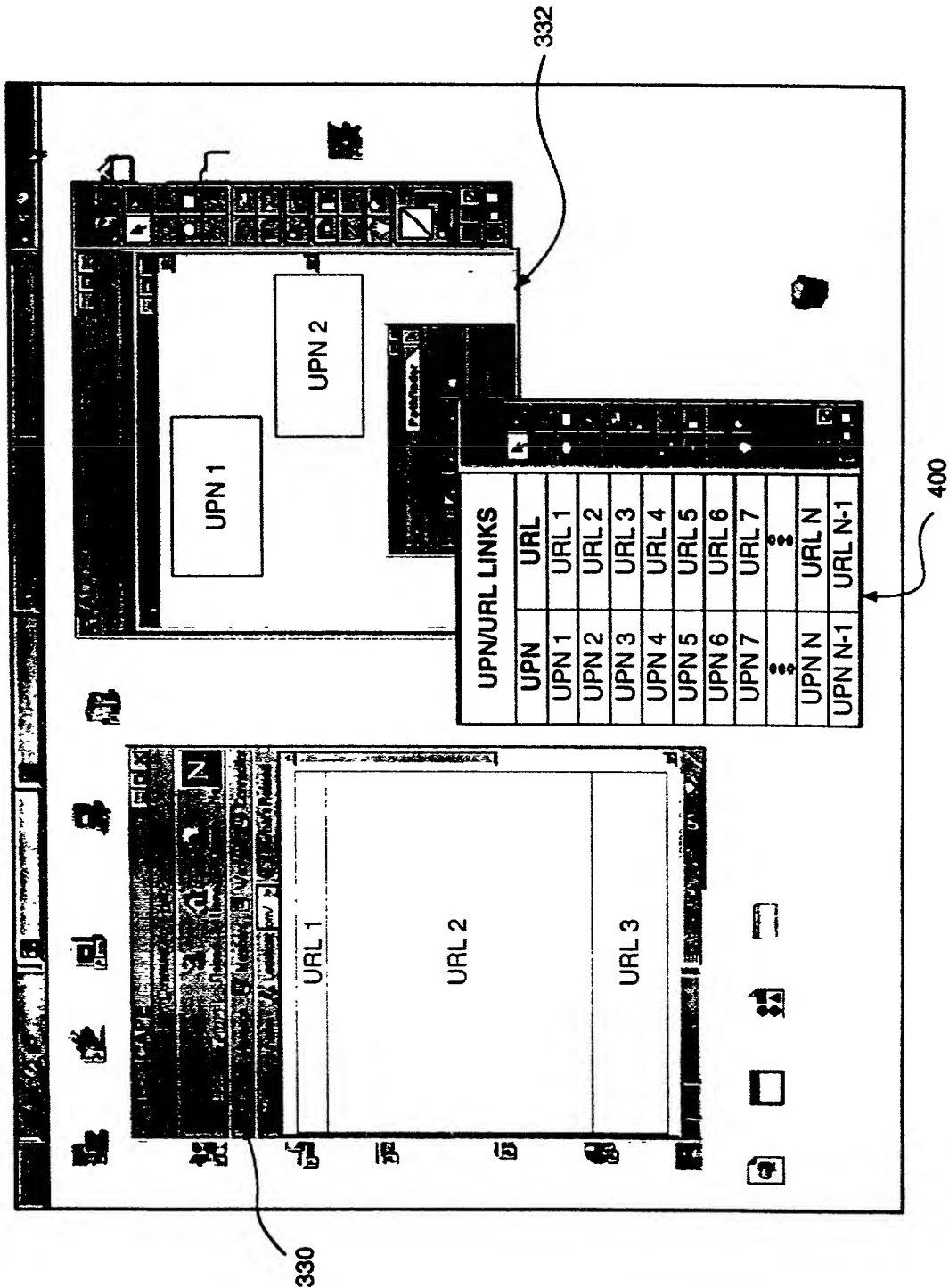


FIG. 2E4

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UPN/URL DATA LINKING MODE

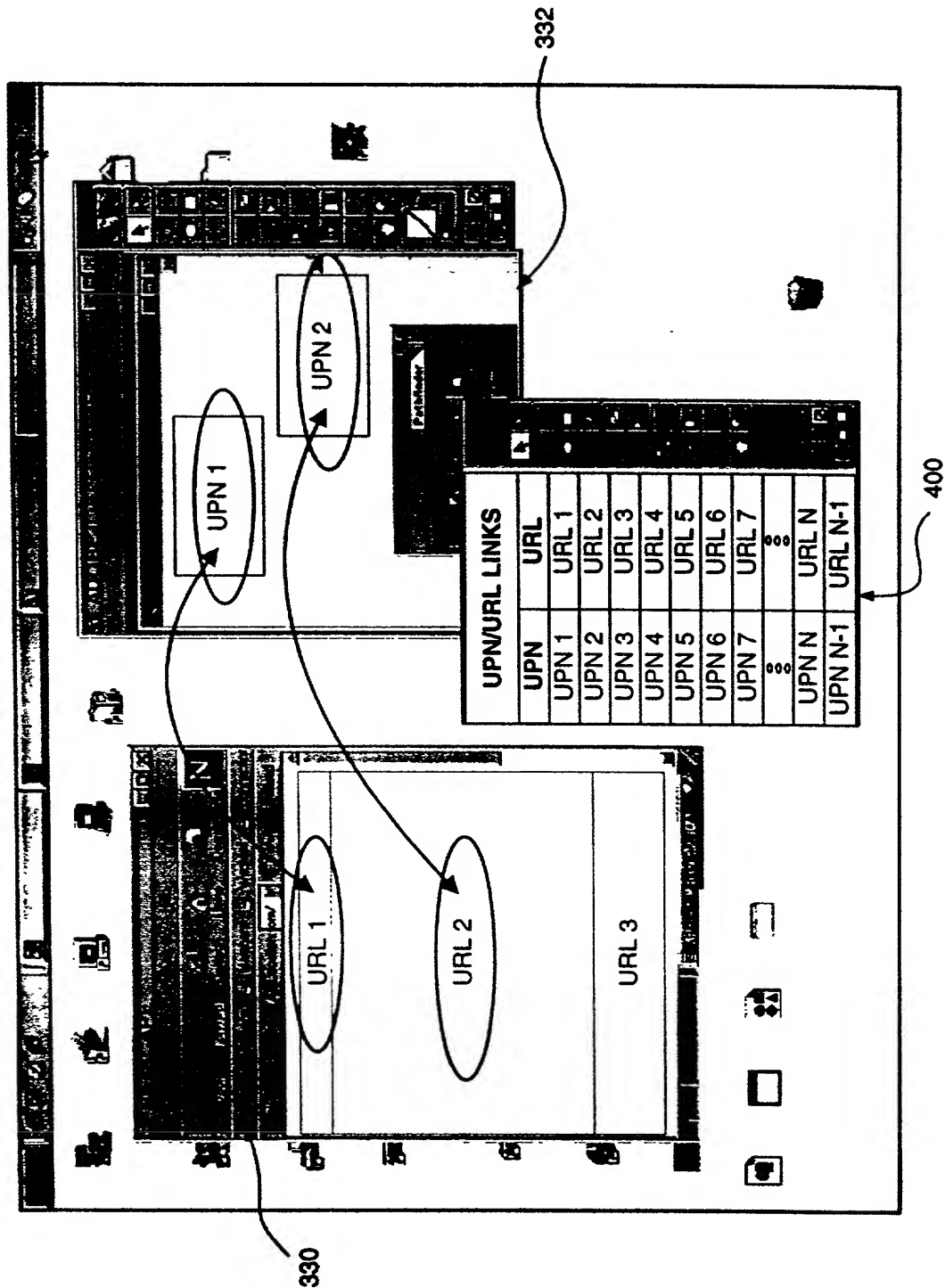


FIG. 2E5

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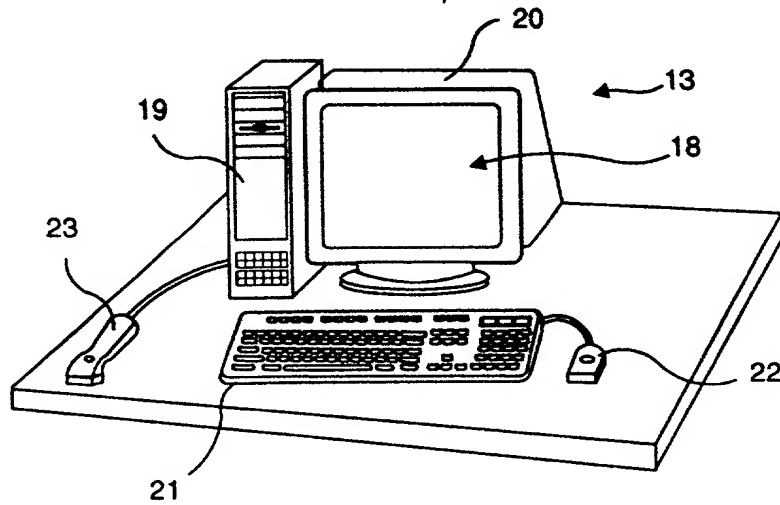


FIG. 3A1

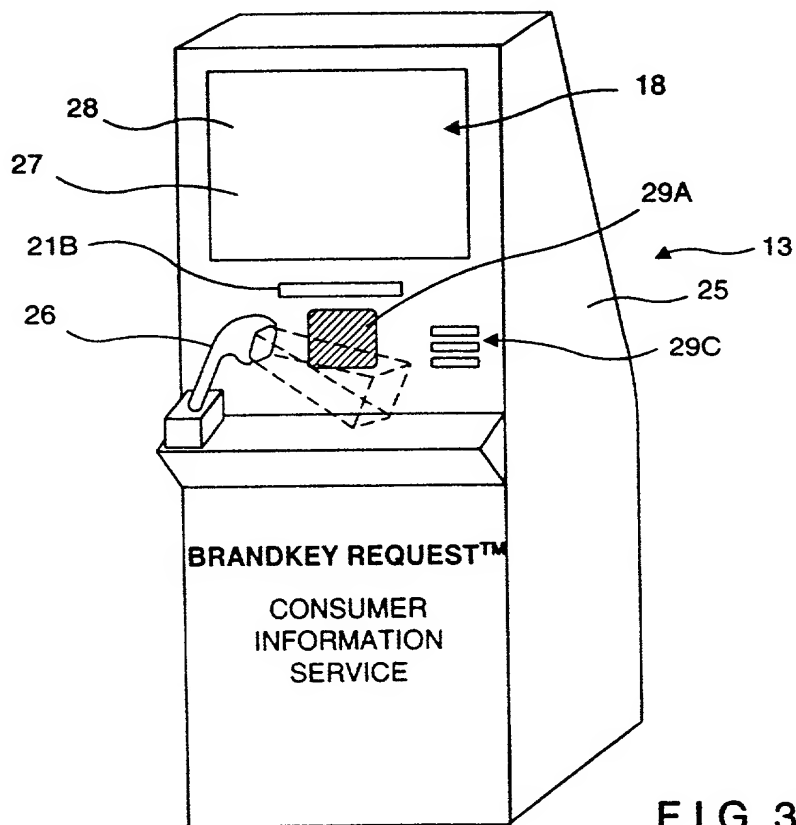
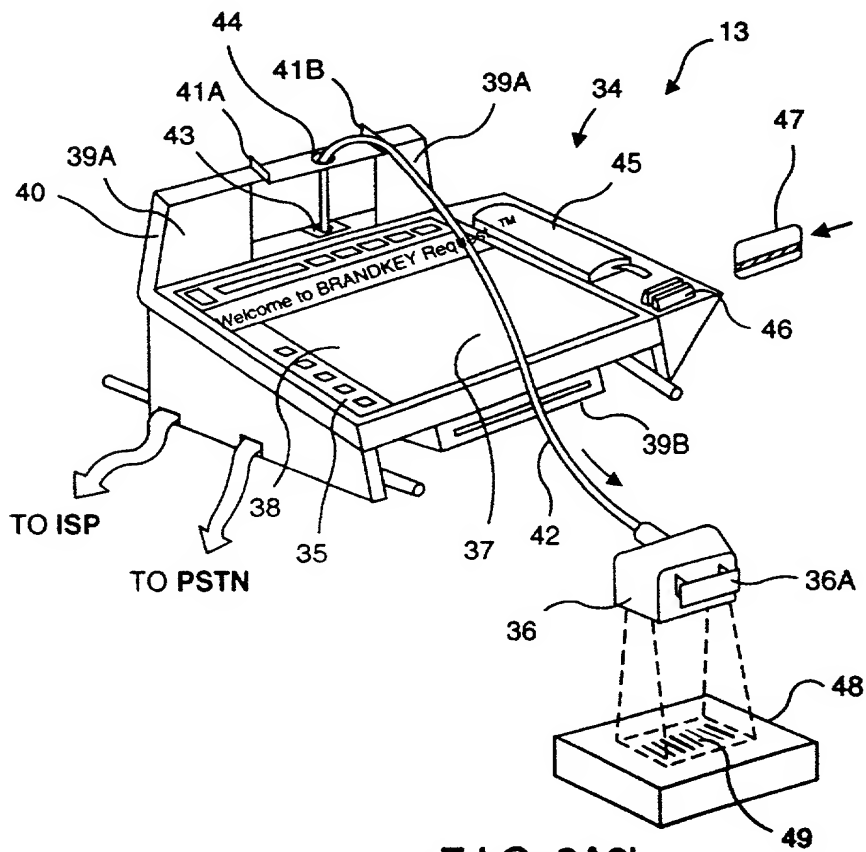
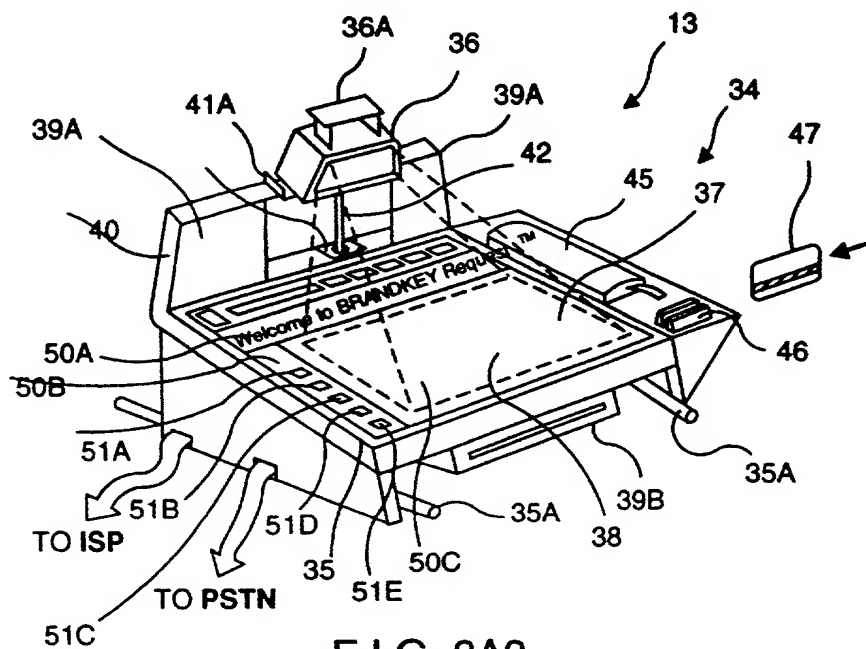


FIG. 3A2

208270" 92065001

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208270-92065001



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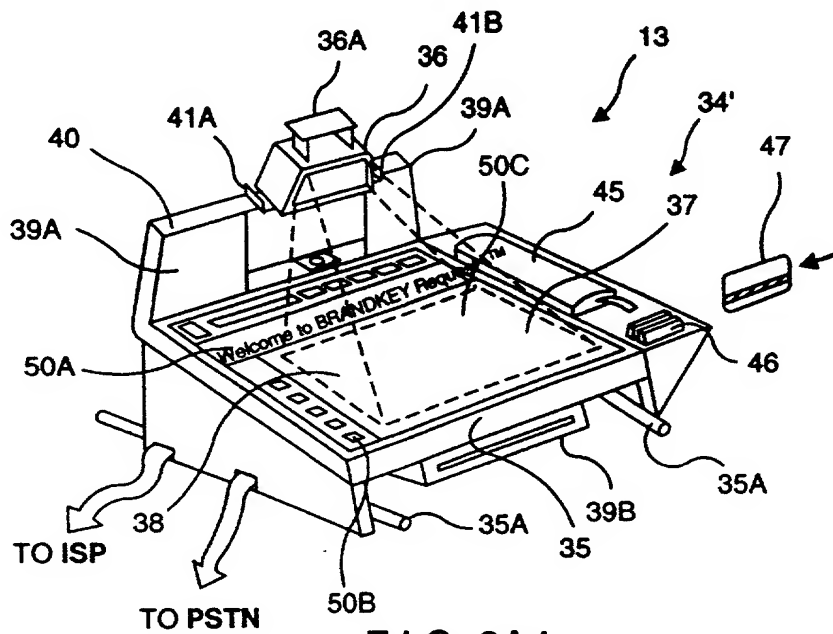


FIG. 3A4

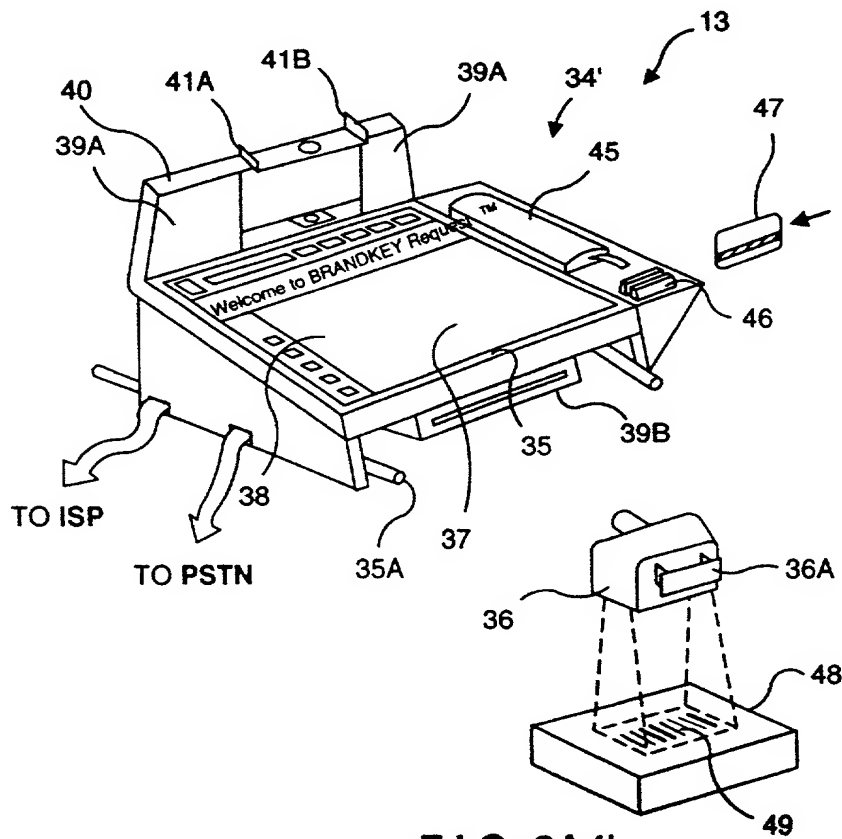


FIG. 3A4'

208270" 92065001

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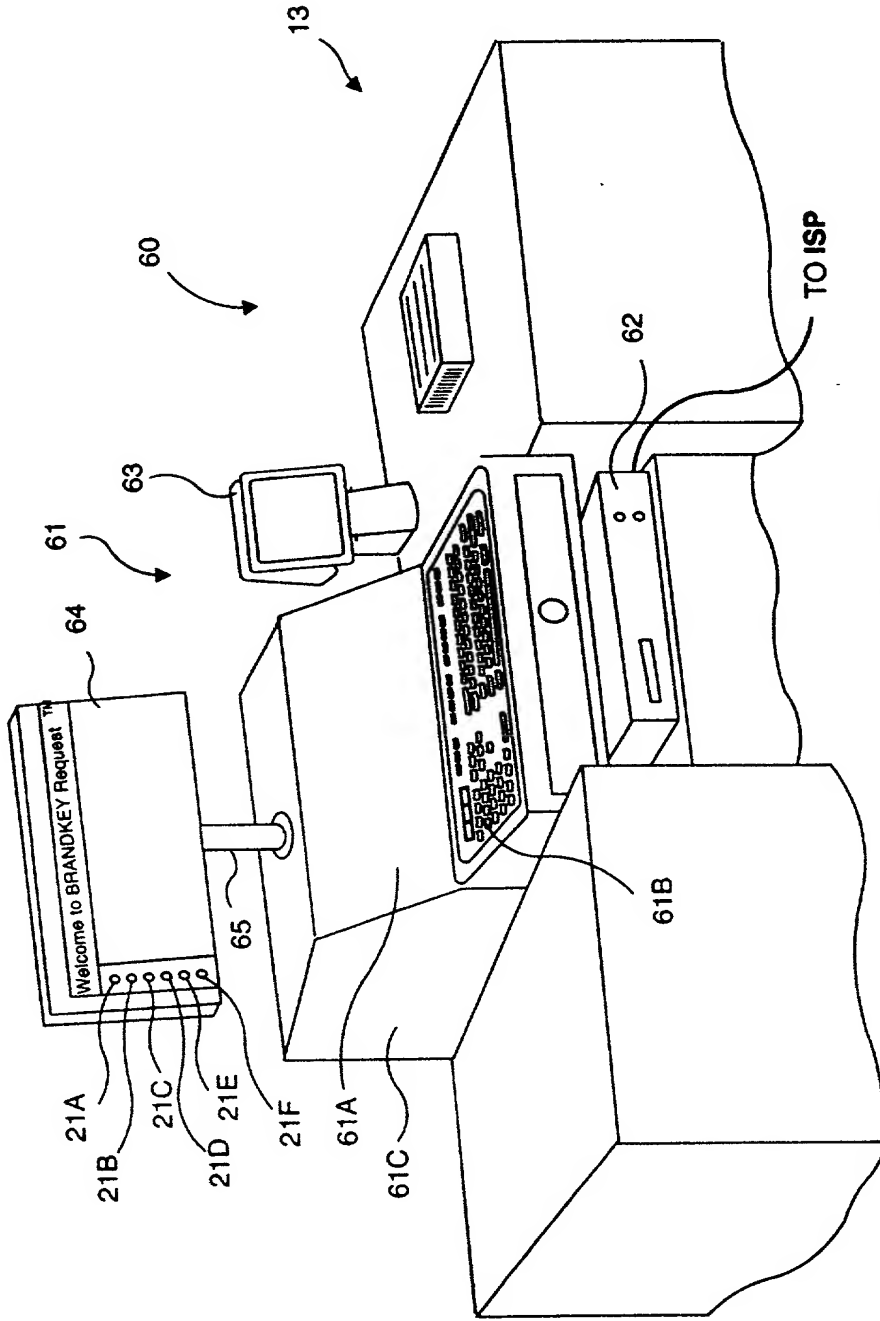


FIG. 3A5

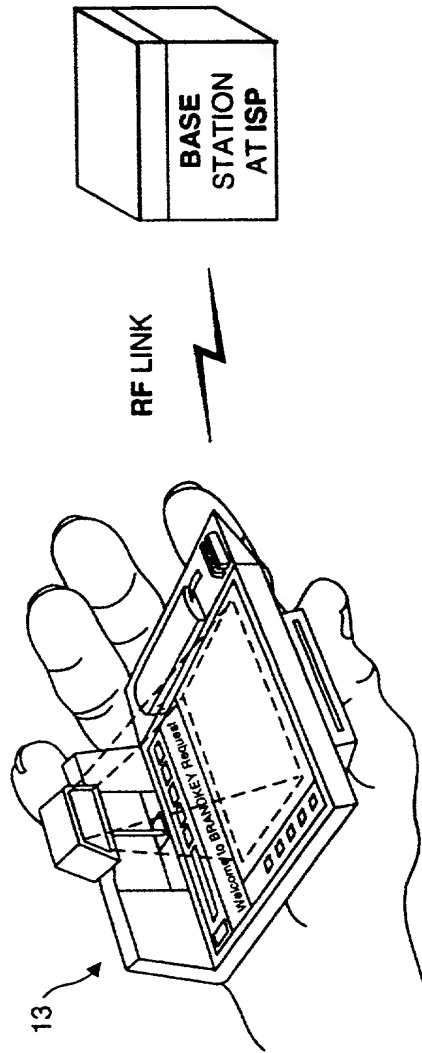


FIG. 3A6

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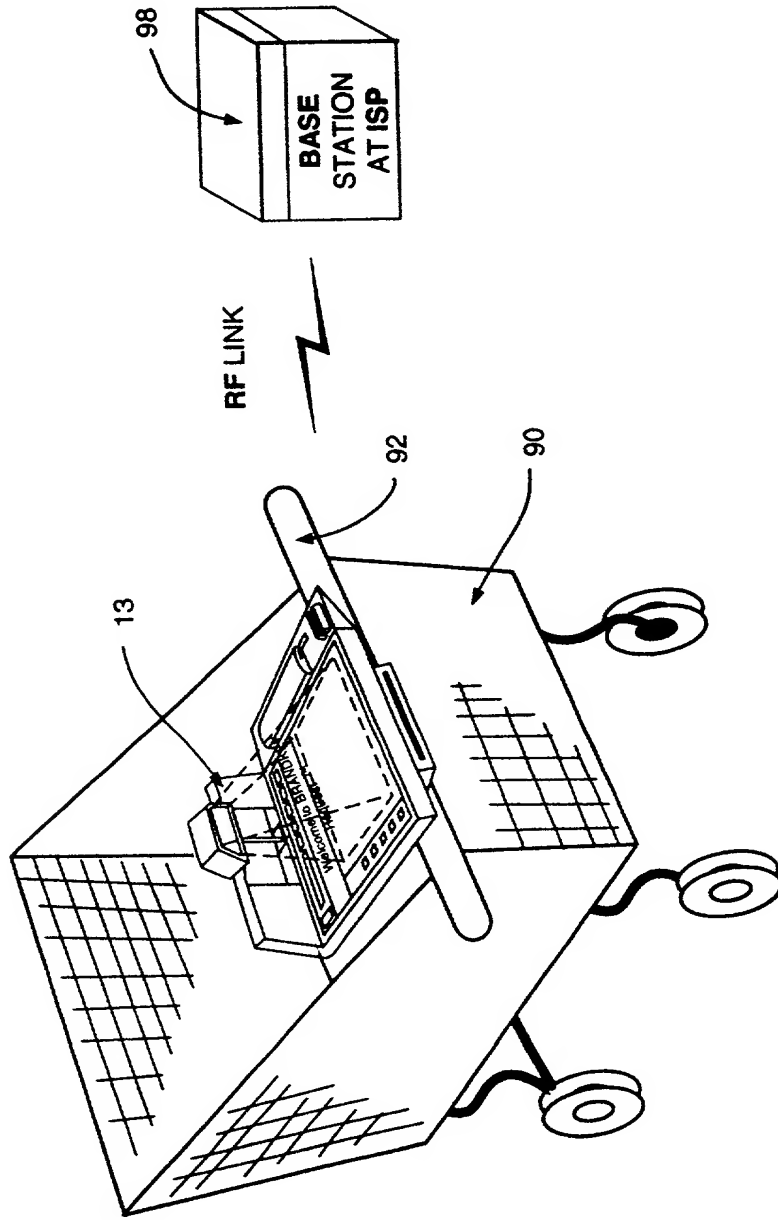
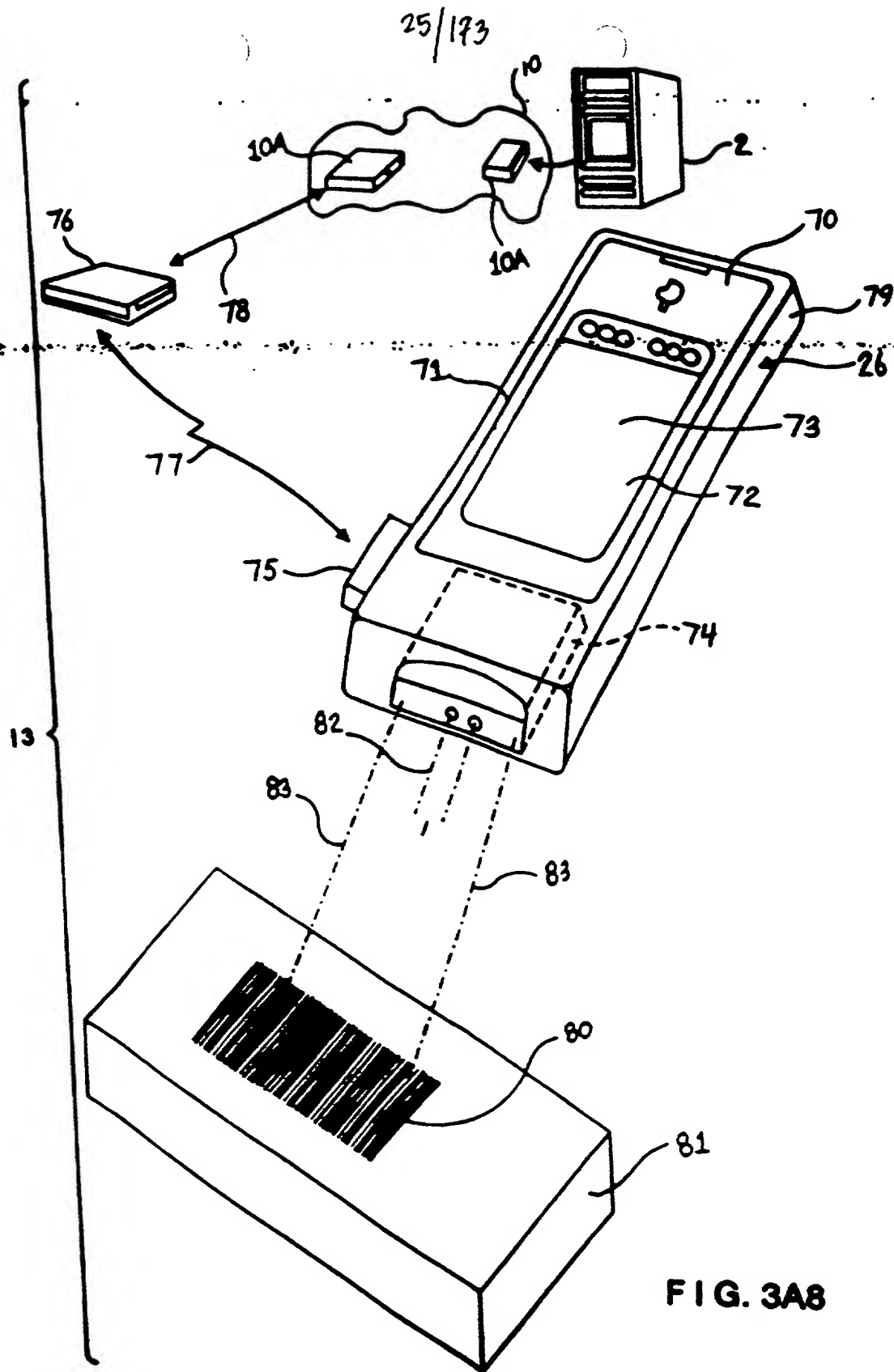


FIG. 3A7

208270 9/06500T 1059076.012802



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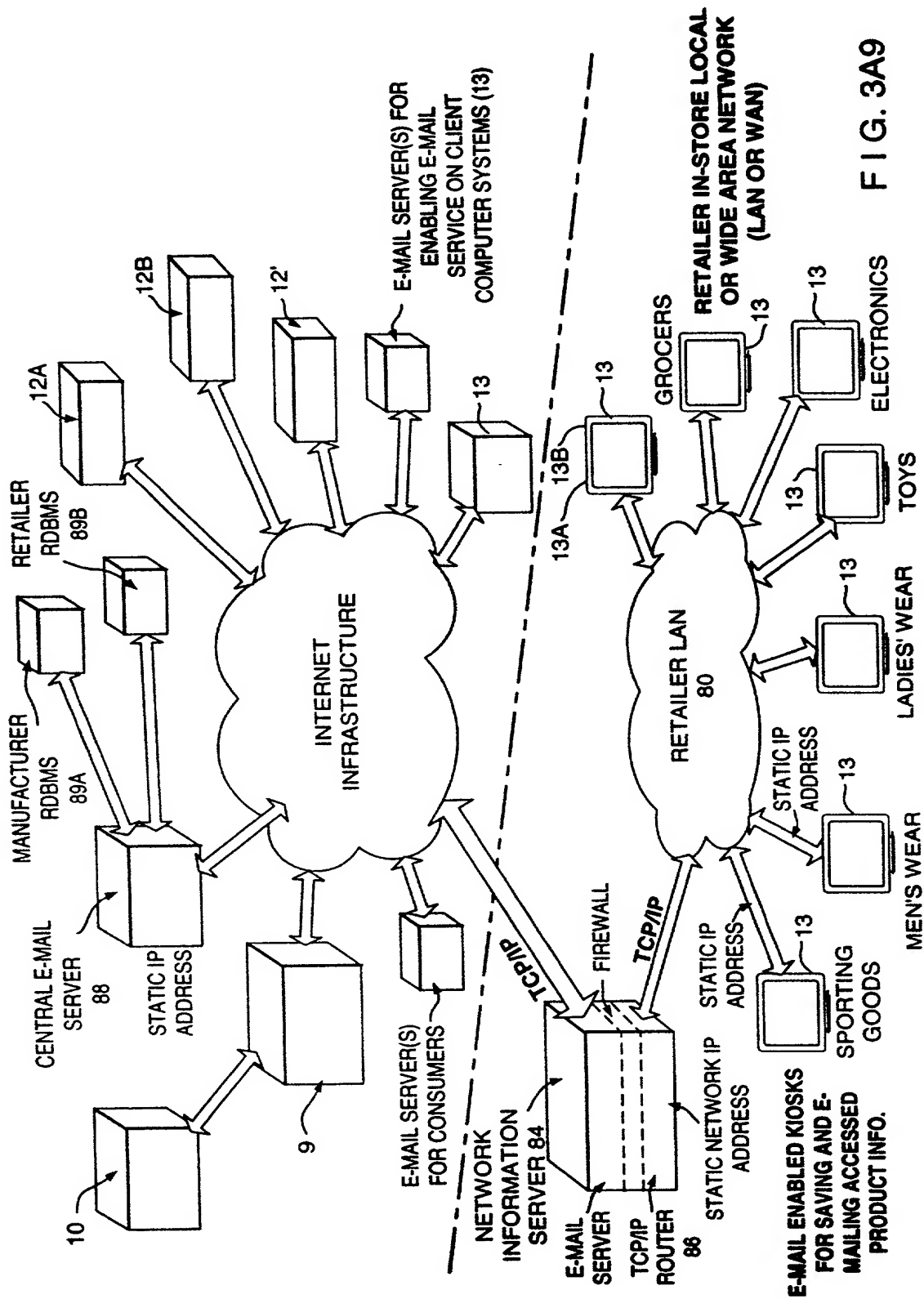
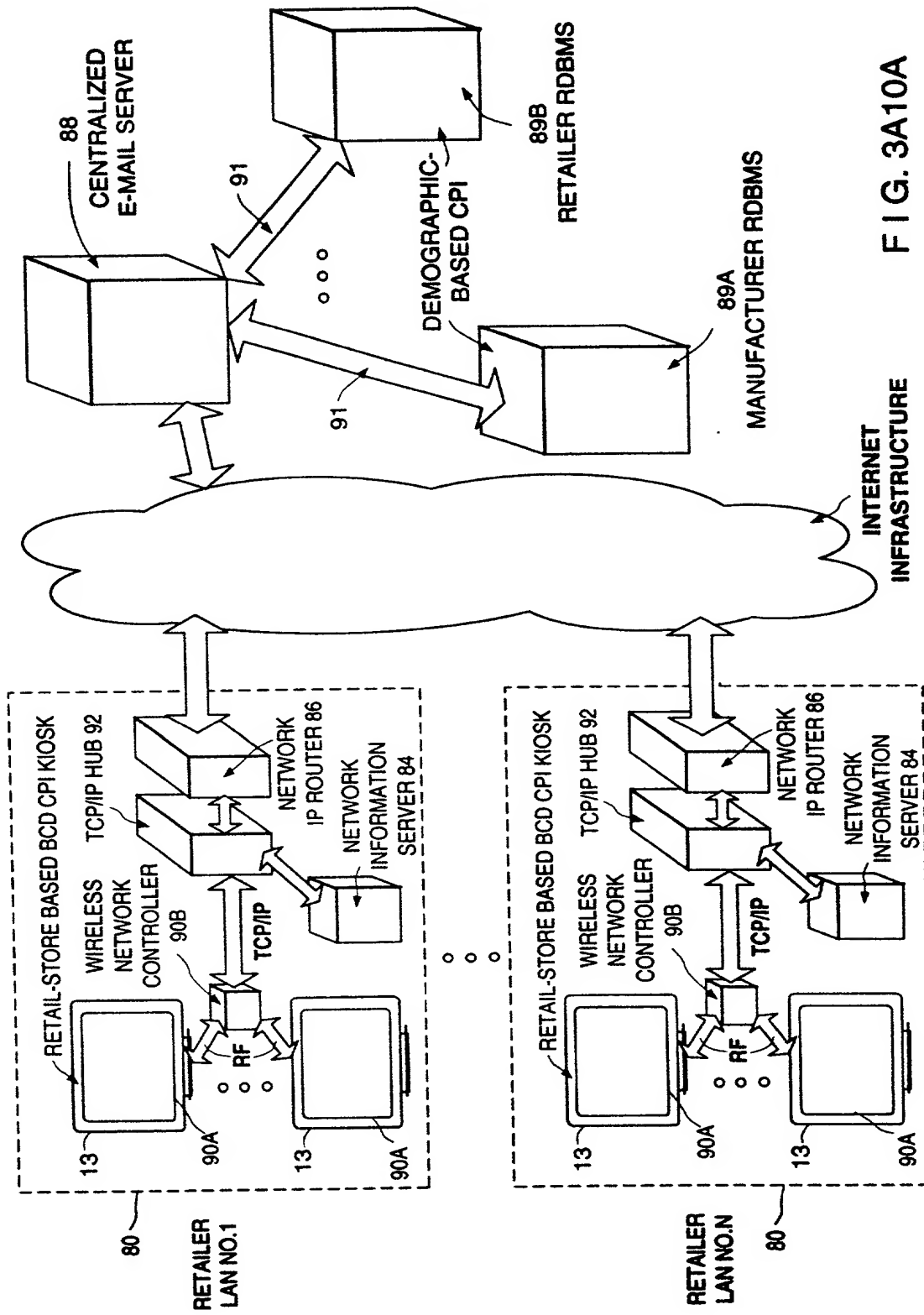
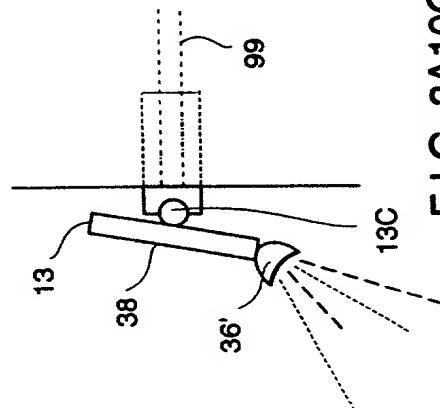
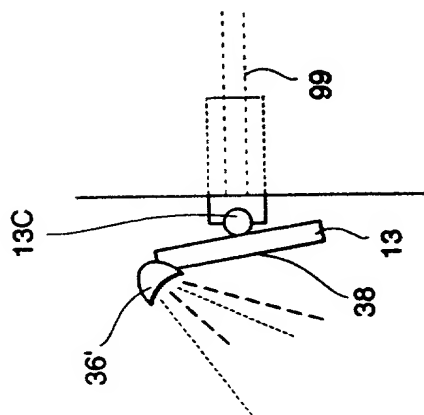
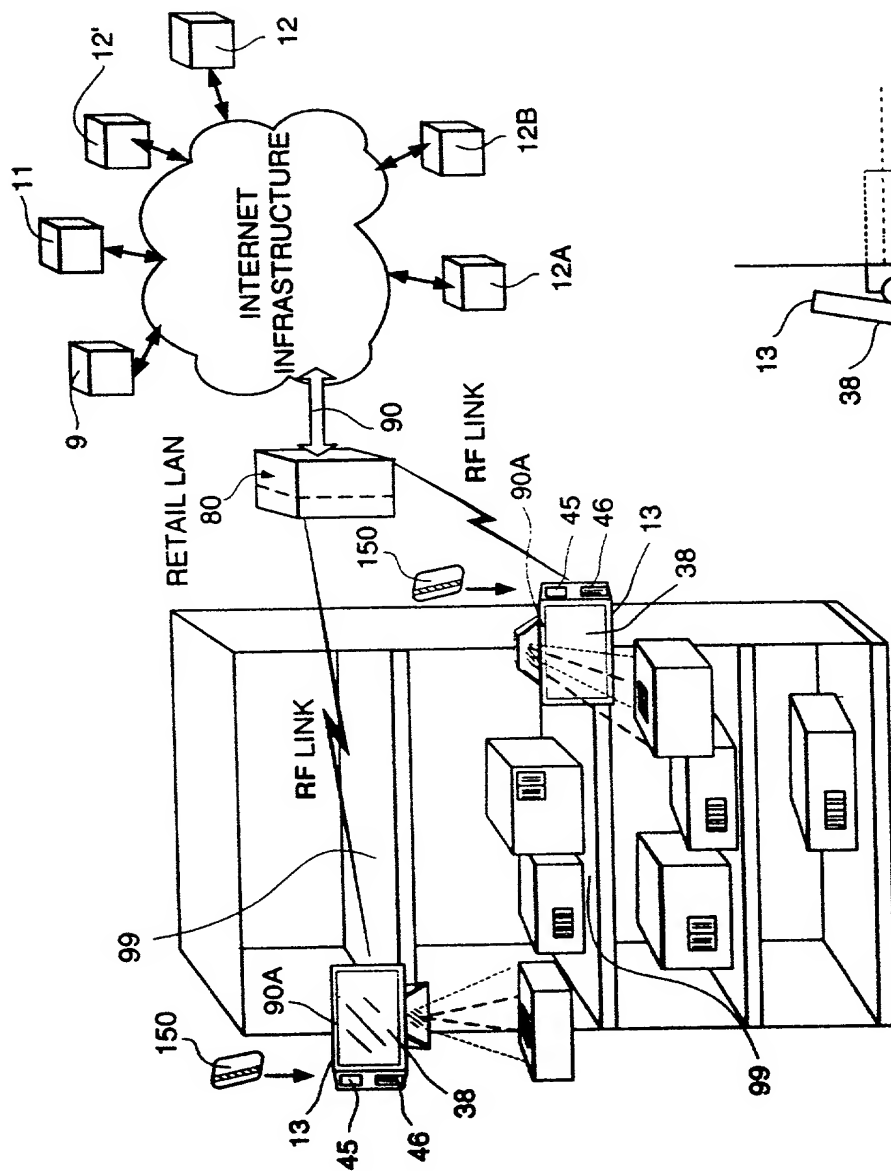


FIG. 3A9

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[illegible]

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[illegible]

**FIG. 3A12**

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(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A13A

208270 92055001

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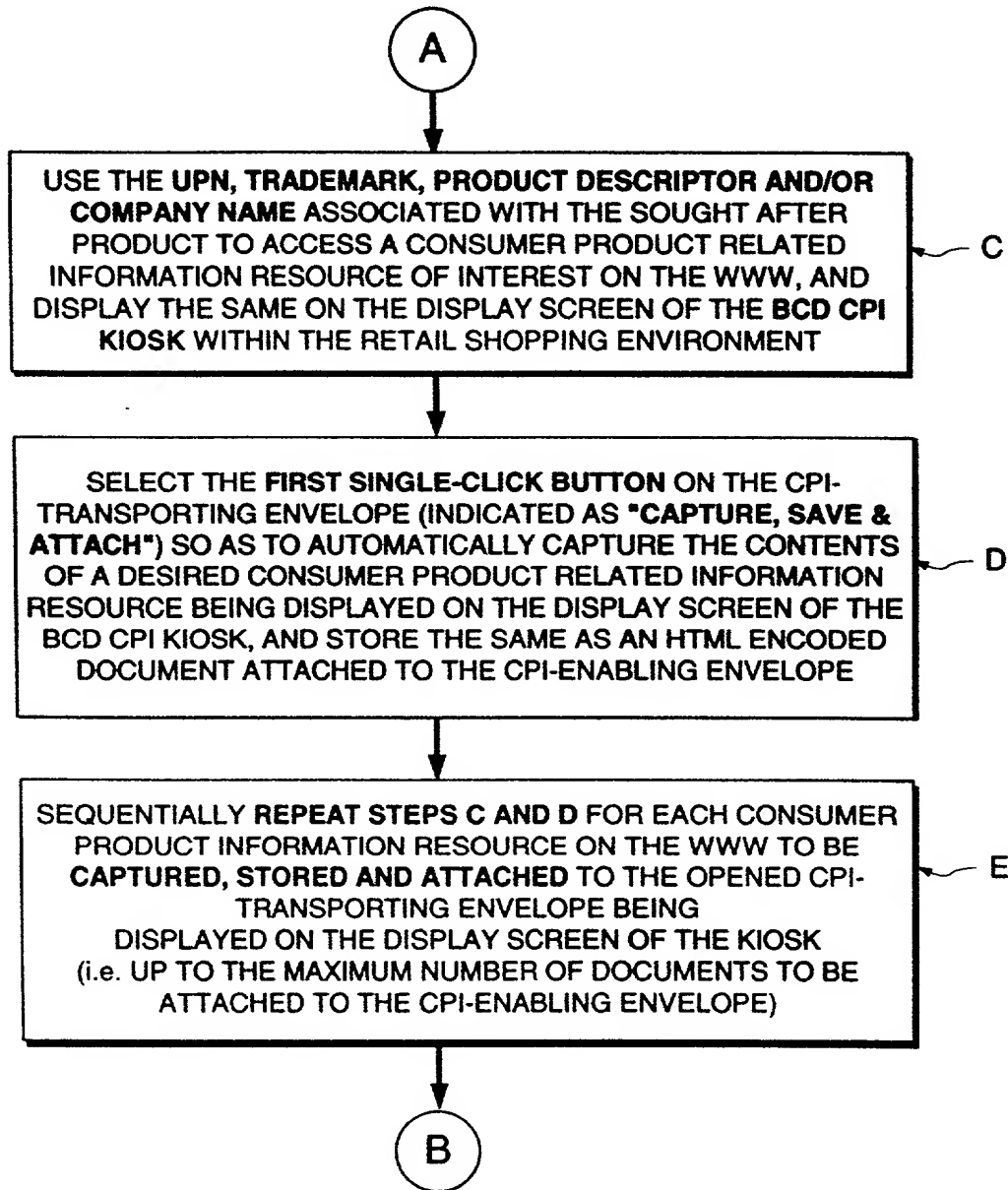


FIG. 3A13B

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B

UPON CAPTURING, STORING AND ATTACHING A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

F

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE **E-MAIL SERVER** ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE **CENTRAL E-MAIL SERVER**

G

FIG. 3A13C

208270" 9/065007

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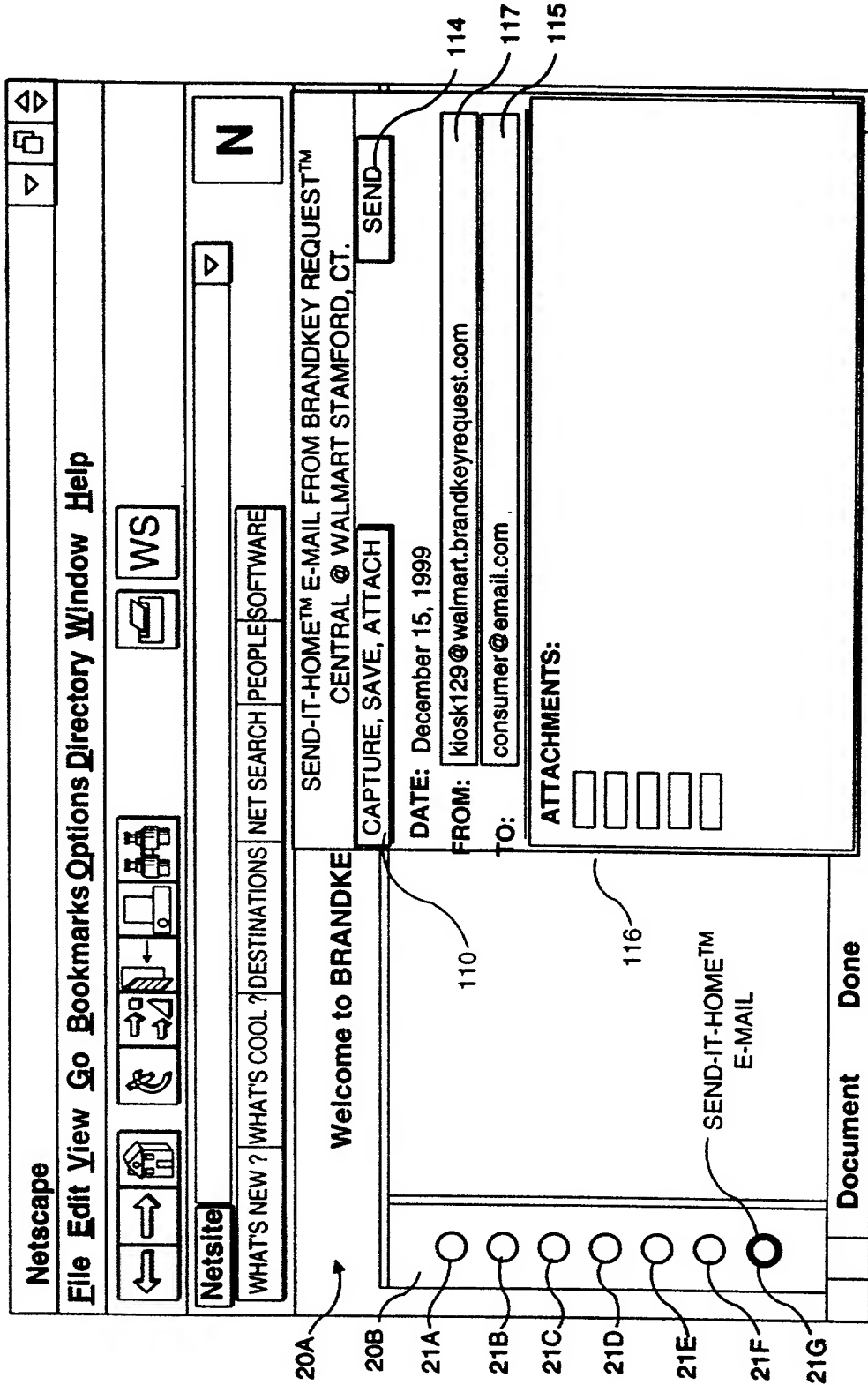


FIG. 3A14

**(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH**

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK**
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER**
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER**
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION**

A

**ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)**

B

A

FIG. 3A15A

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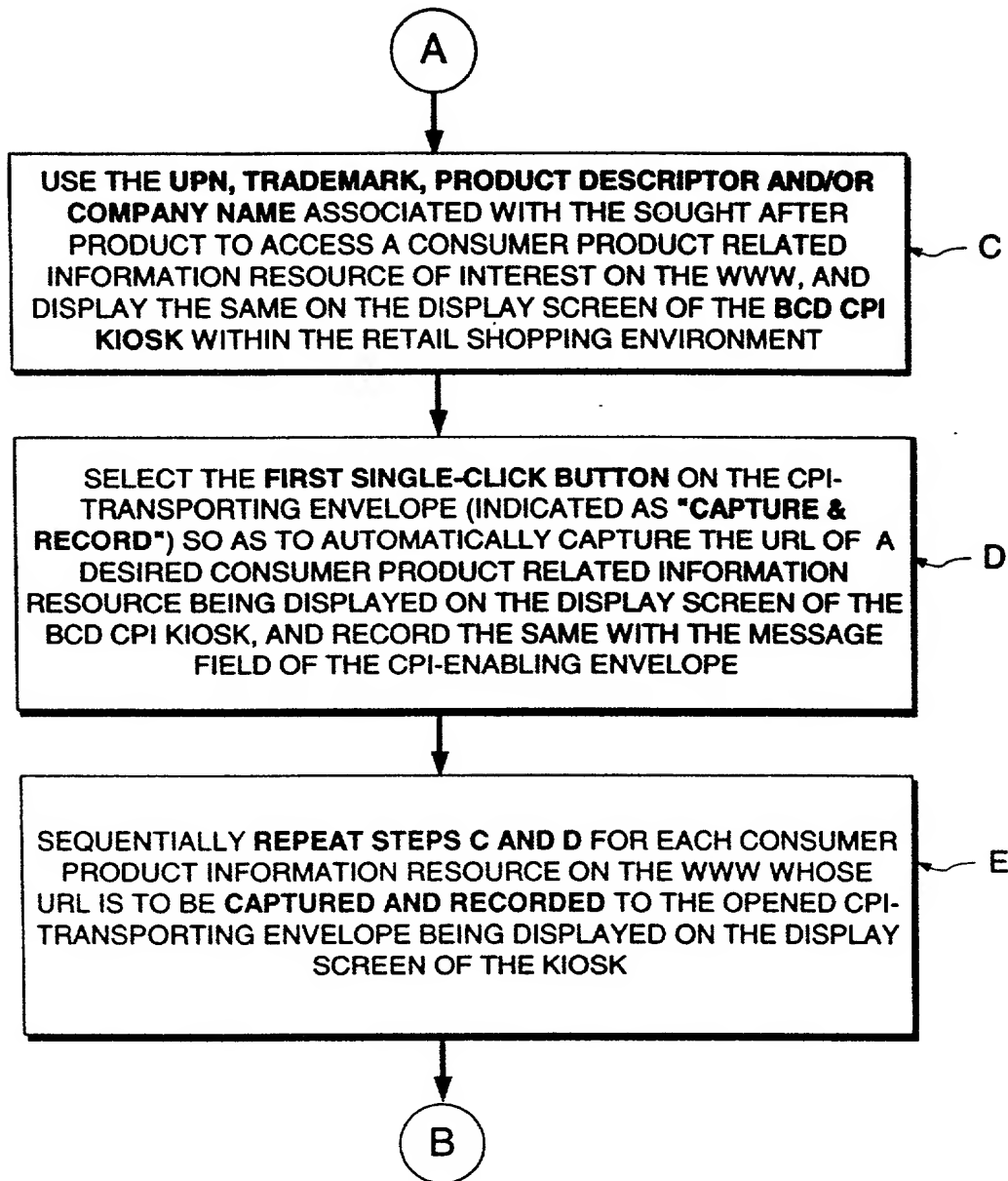


FIG. 3A15B



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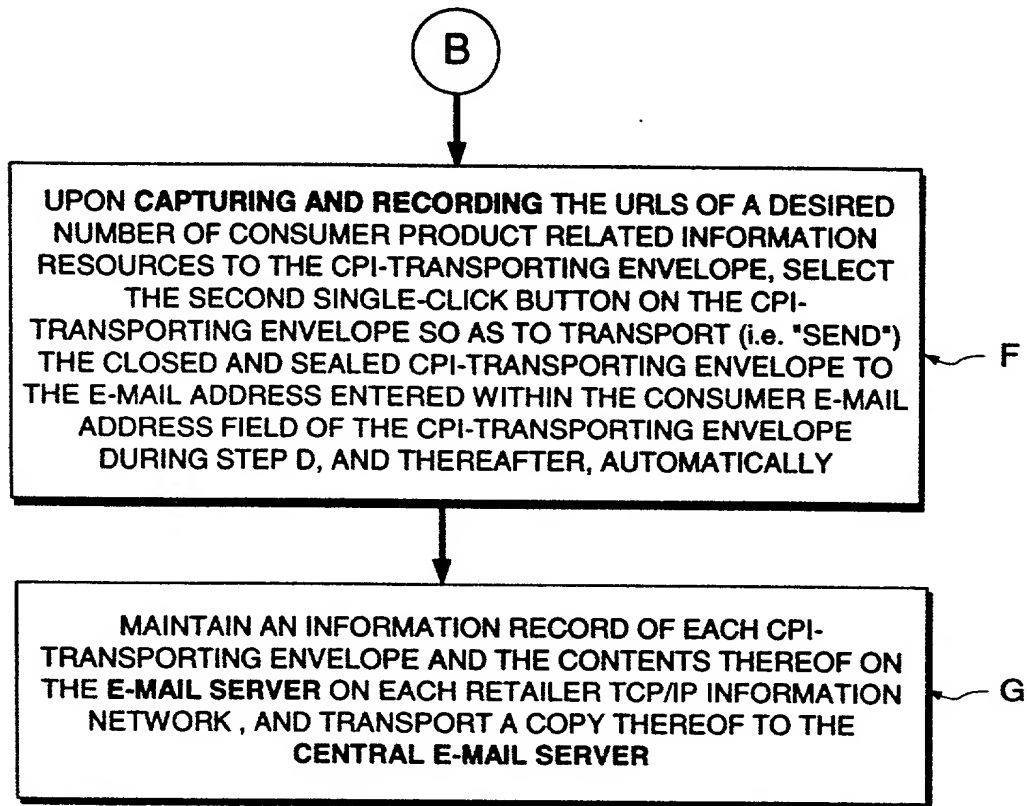


FIG. 3A15C

10059076 "012802"

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209270" 92065007

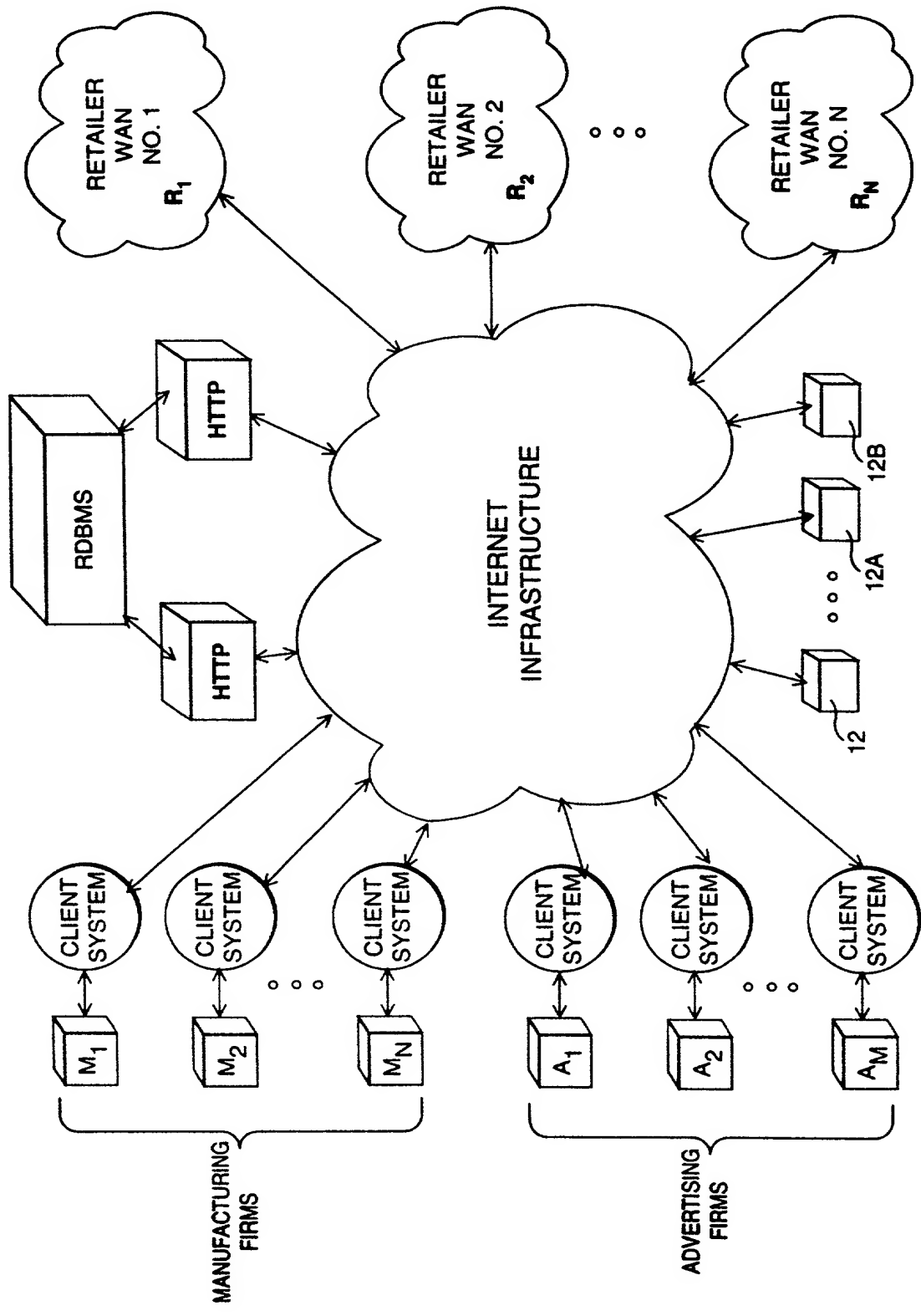
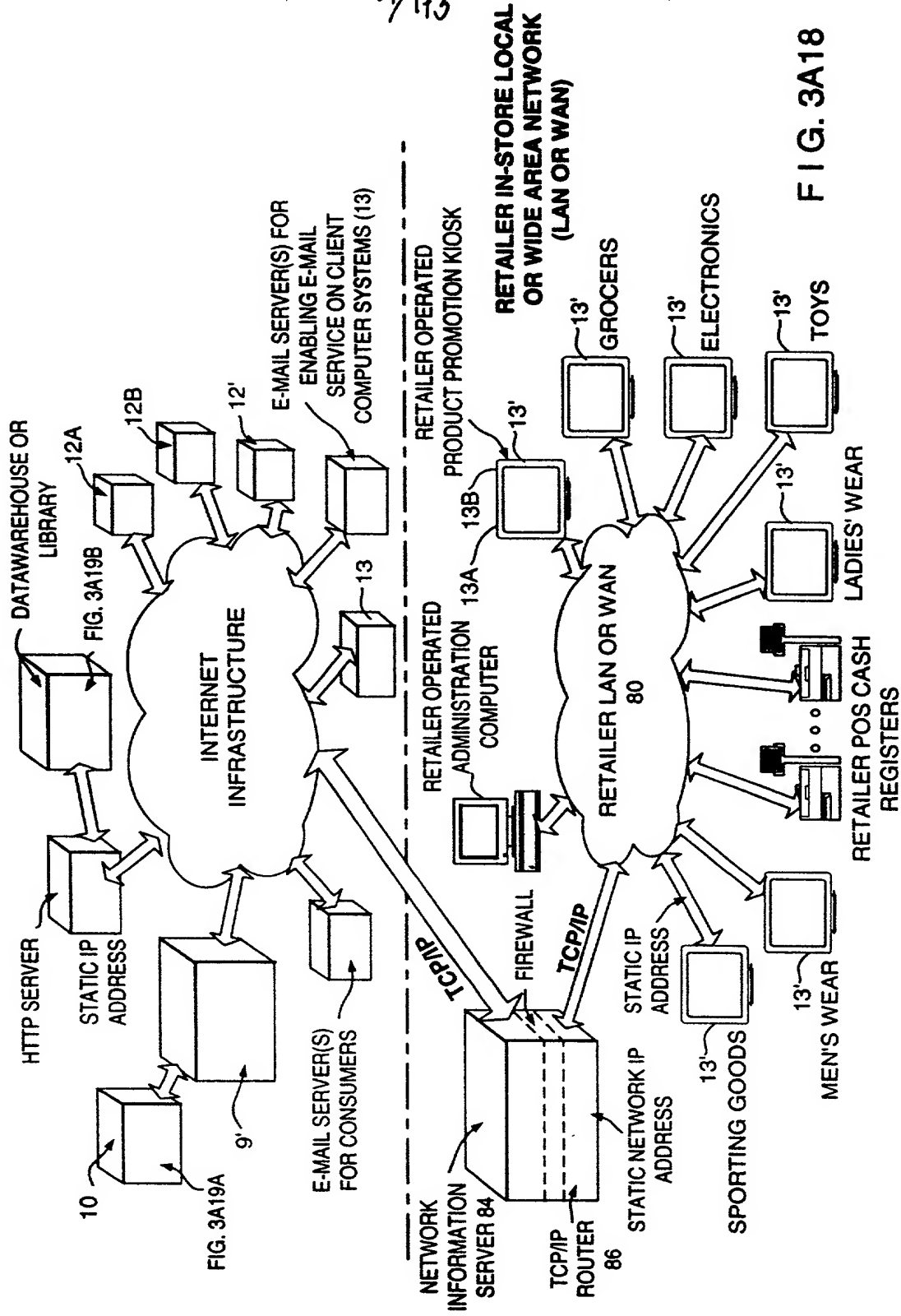


FIG. 3A17

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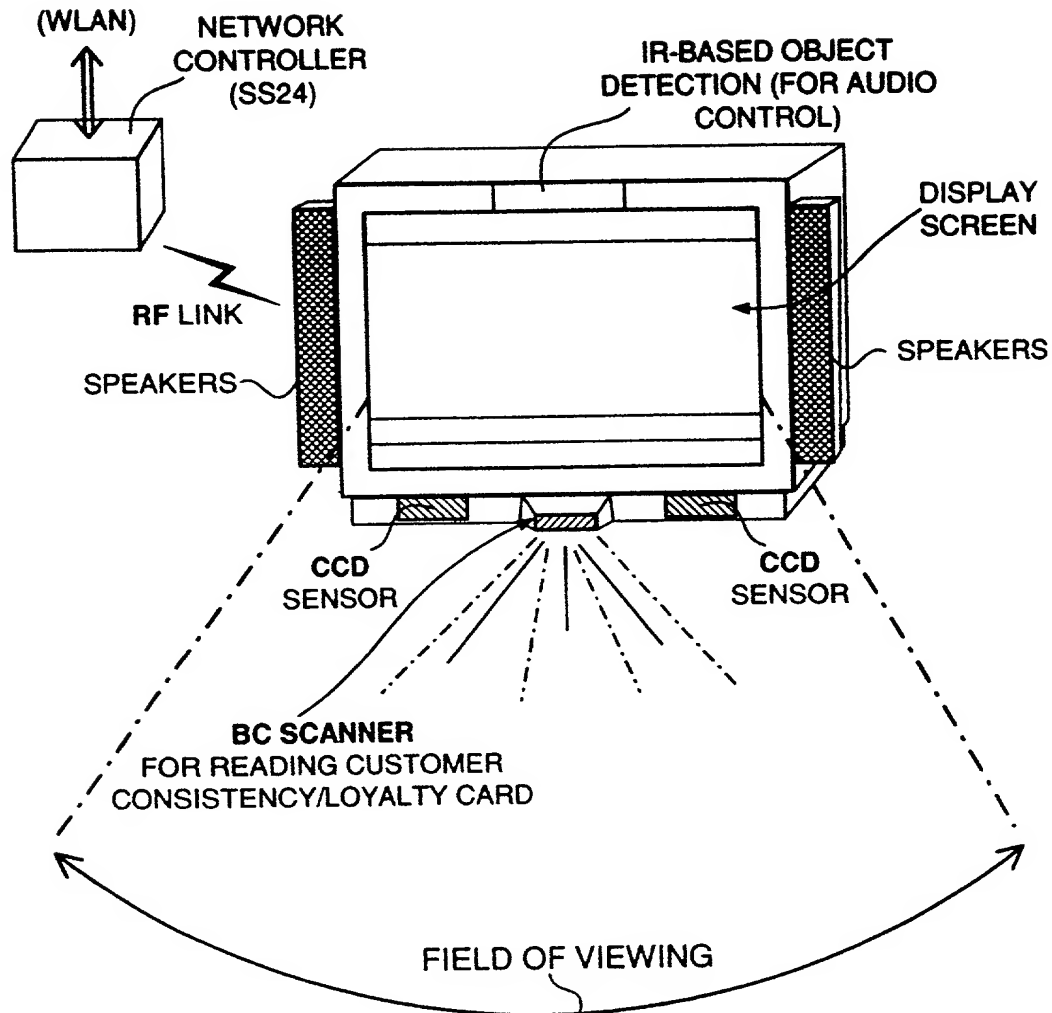


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UPN	RETAILER	URL NO. 1	...	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...	...	...	...	...	...	...	...

FIG. 3A19A

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- FEATURES:**
- EYE TRAINING AND ACCOUNTING SUBSYSTEM
  - TRACKS DETECTED EYEBALL

FIG. 3A19C

10059076-012803

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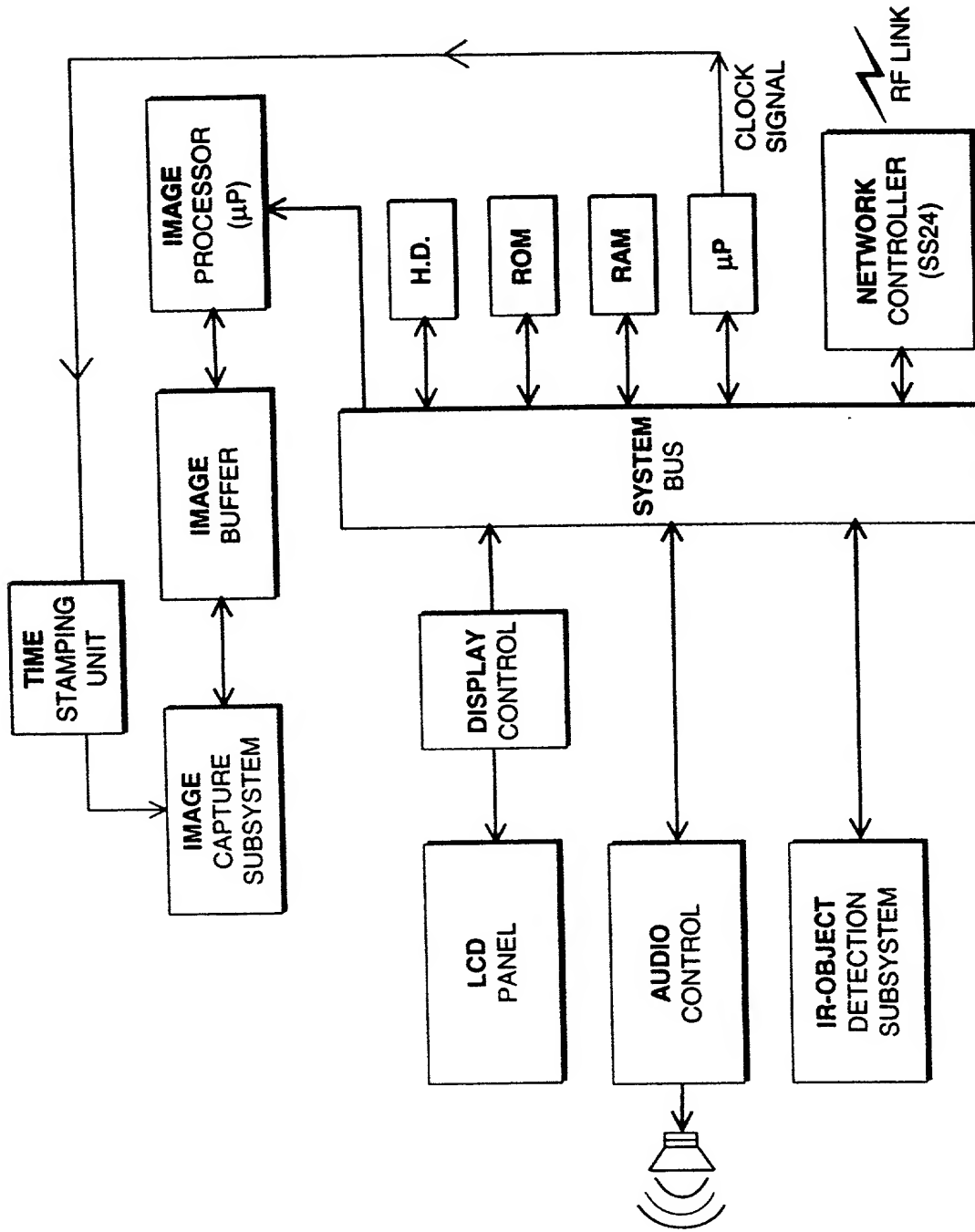


FIG. 3A19D

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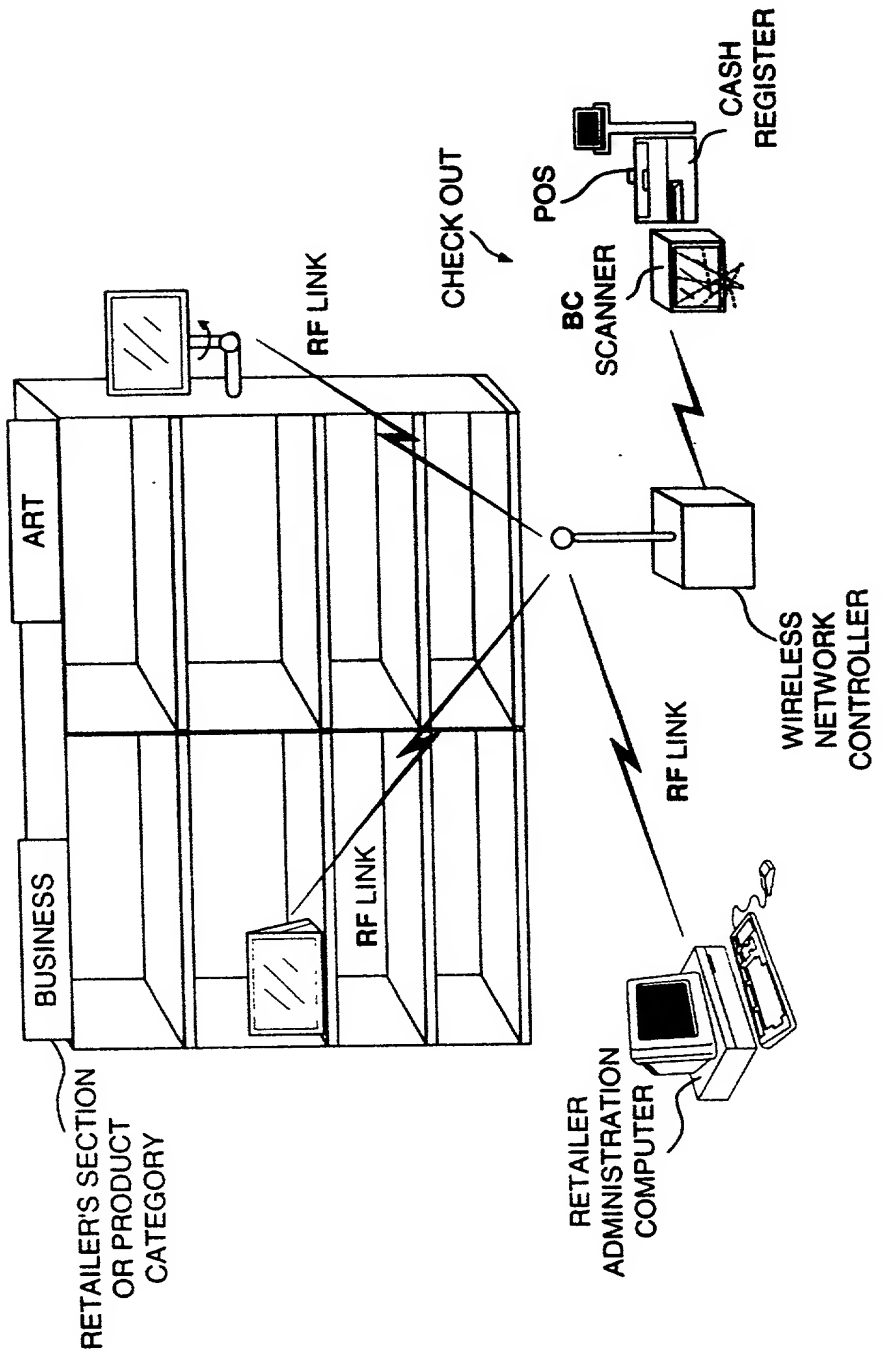


FIG. 3A20

DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)	
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER	
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)	
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)	

FIG. 3A21A



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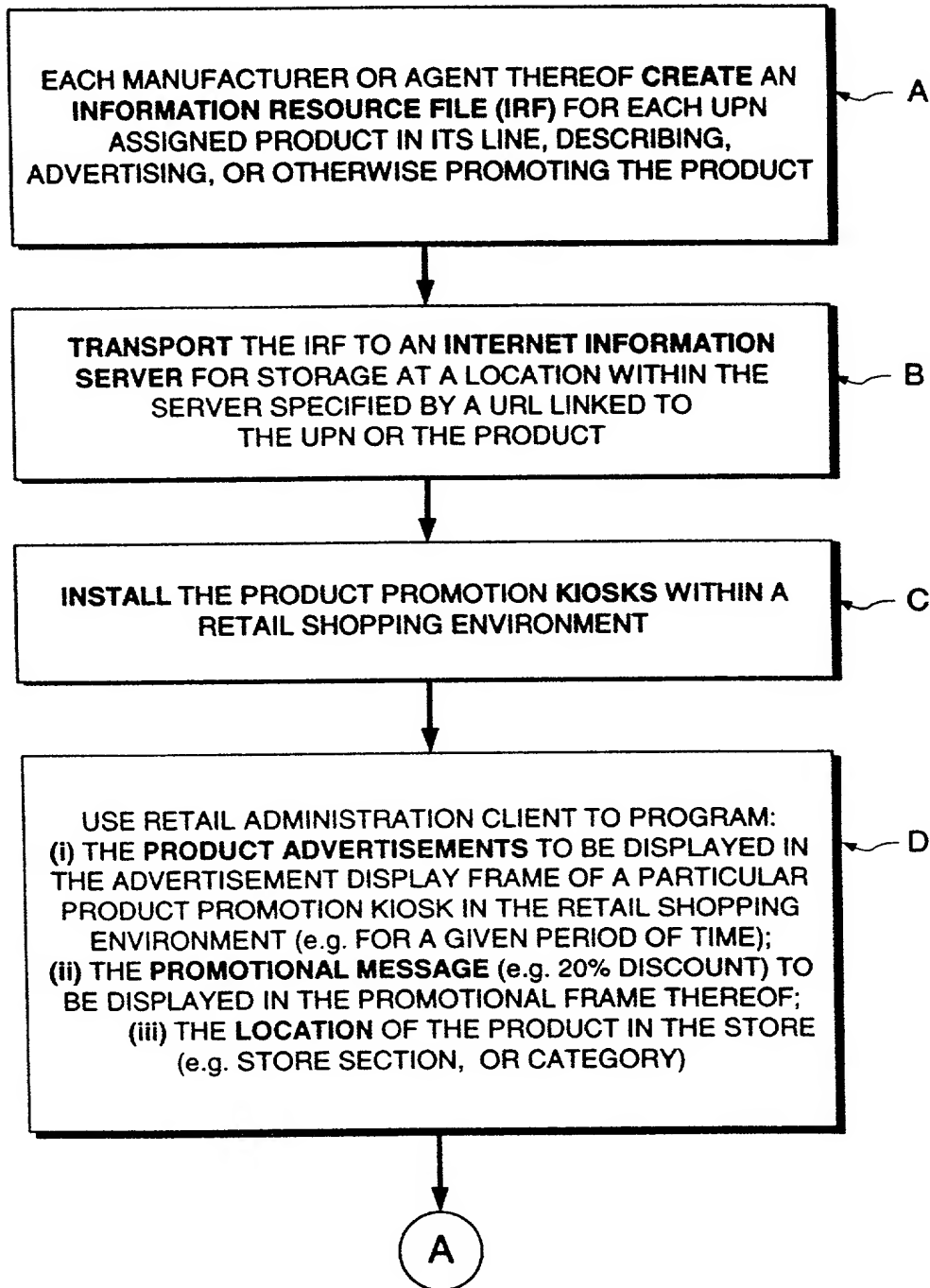


FIG. 3A22A

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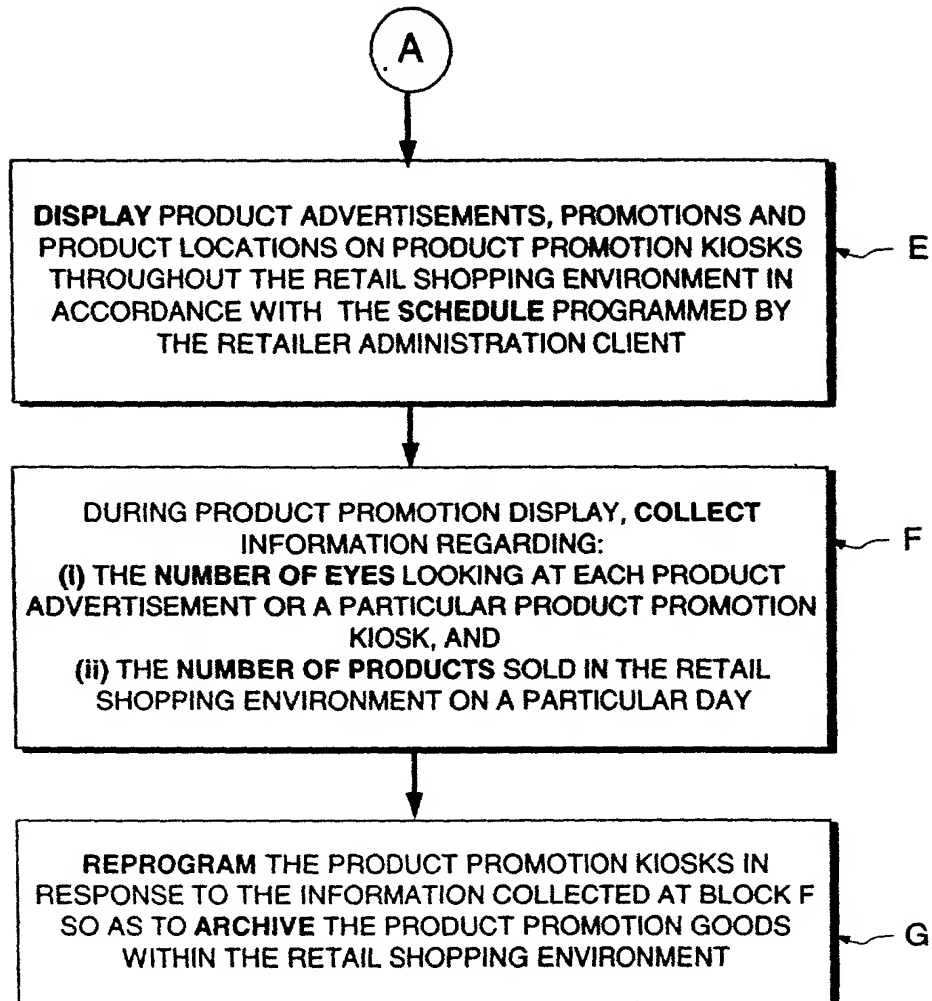


FIG. 3A22B



**Figure 1**

## REPORT

FIG. 3A24

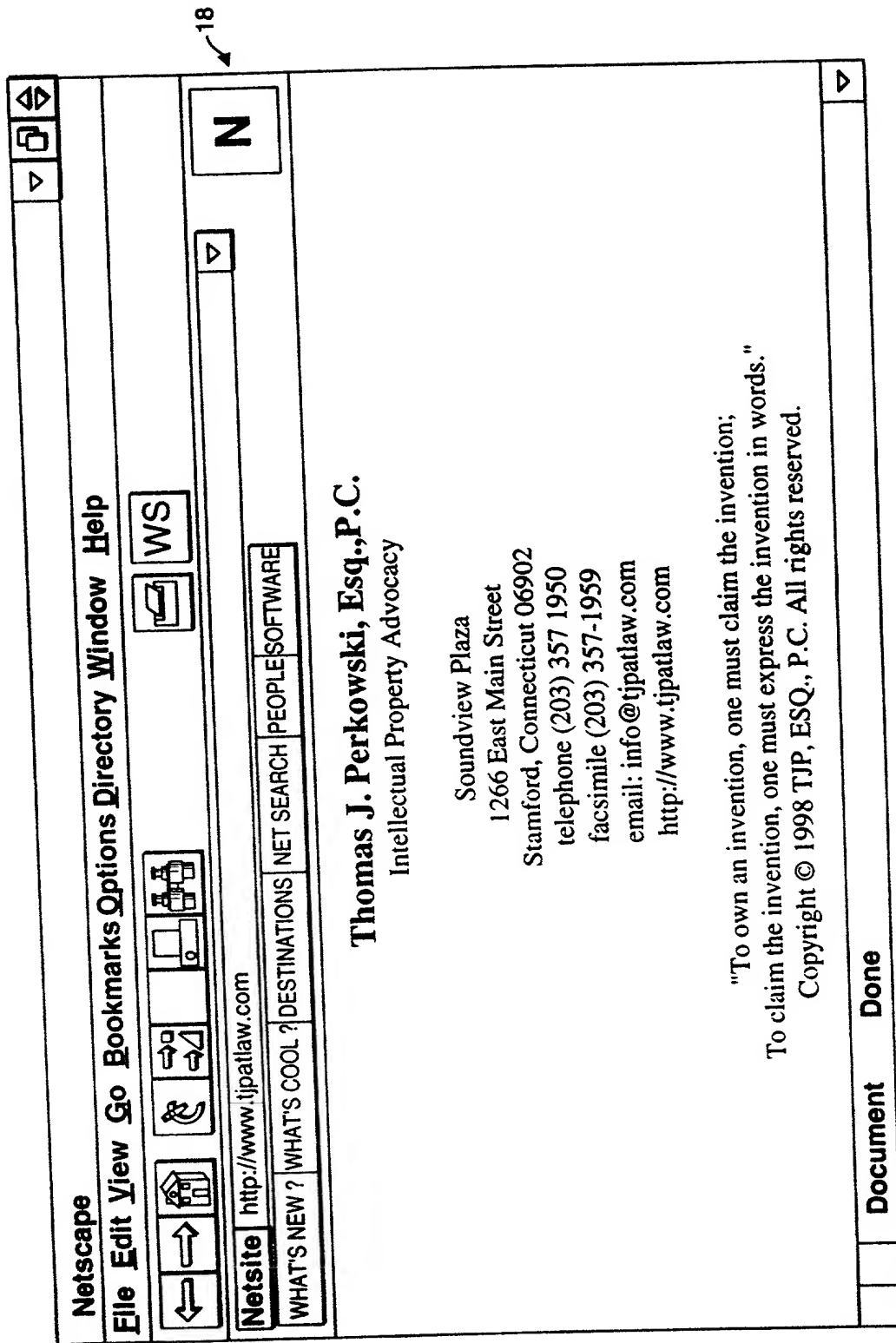


FIG. 3B

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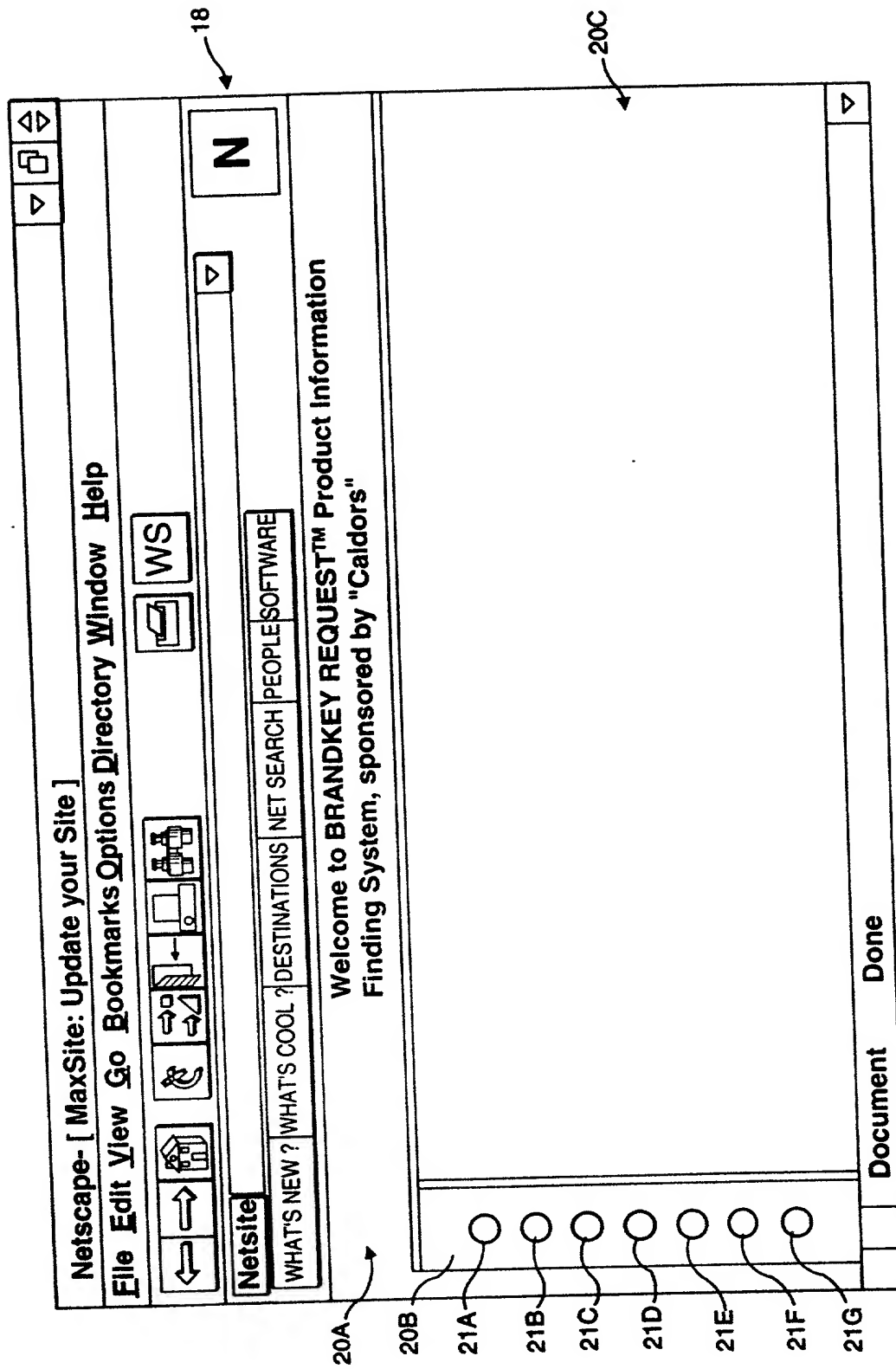


FIG. 3C

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IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
71890817674/ 0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	<a href="http://www.power.com/pc">http://www.power.com/pc</a>	POWER MAC			
0/373100/6	PROCTOR & GAMBLE	TOOTH PASTE	<a href="http://www.tooth.com/pc">http://www.tooth.com/pc</a>	CREST			
31254768404/ 0	WARNER WELCOME	ACID REDUCER	<a href="http://www.zantac.com/pc">http://www.zantac.com/pc</a>	ZANTAC ZANTAC 75			
0/0000517843/ 4	KODAK, INC.	FILM PROCESSING	<a href="http://www.kodak.com/pc">http://www.kodak.com/pc</a>	KODAK			
0/2724251057/ 9	SONY, INC.	PERSONAL COMPUTER	<a href="http://www.sony.com/pc">http://www.sony.com/pc</a>	SONY			

CONSUMER PRODUCT INFO. REQUEST.  
CPIR-ENABLING APPLT LIBRARY

FIG. 4A1

URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLANEOUS INFORMATION FIELD	PRODUCT ADVERTISING INFORMATION FIELD
...	...	...	...	...	...	...	...

FIG. 4A2



I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
077599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

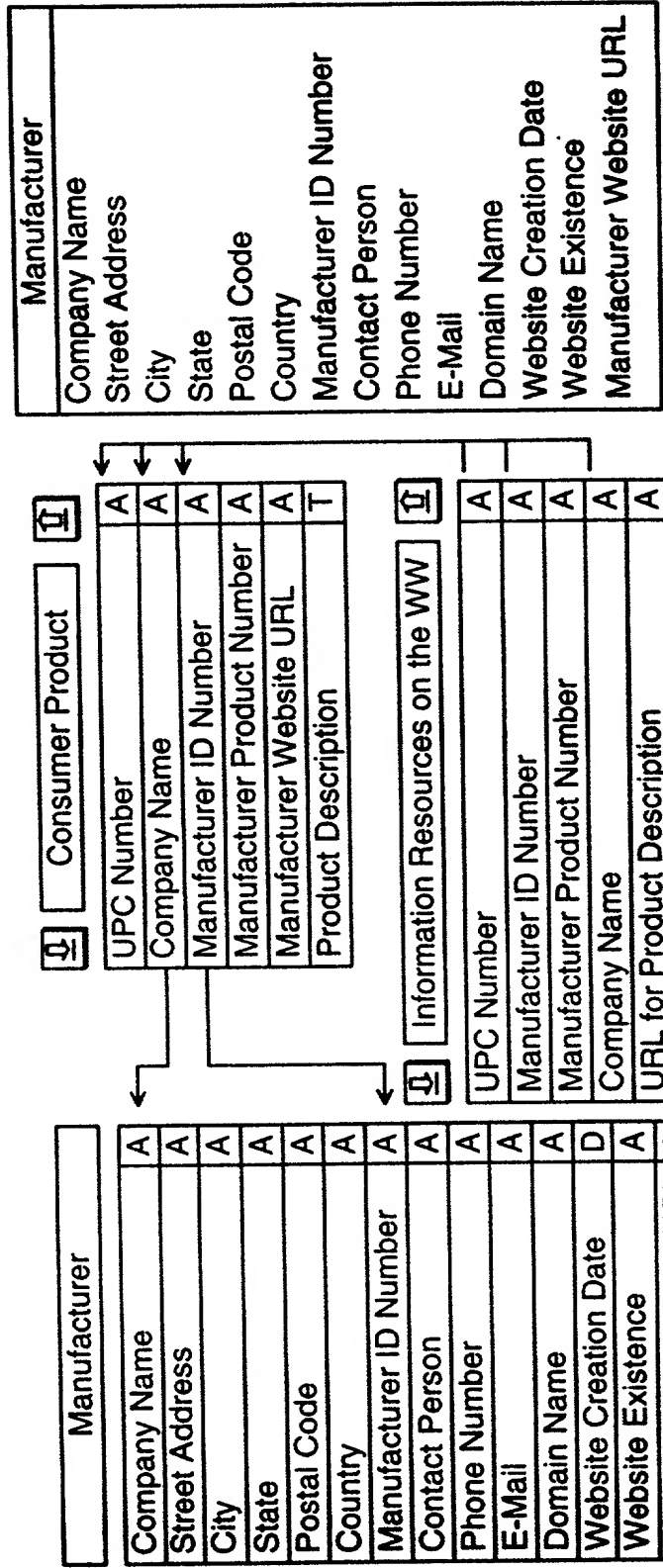


FIG. 4C1

FIG. 4C

FIG. 4C2

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

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RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

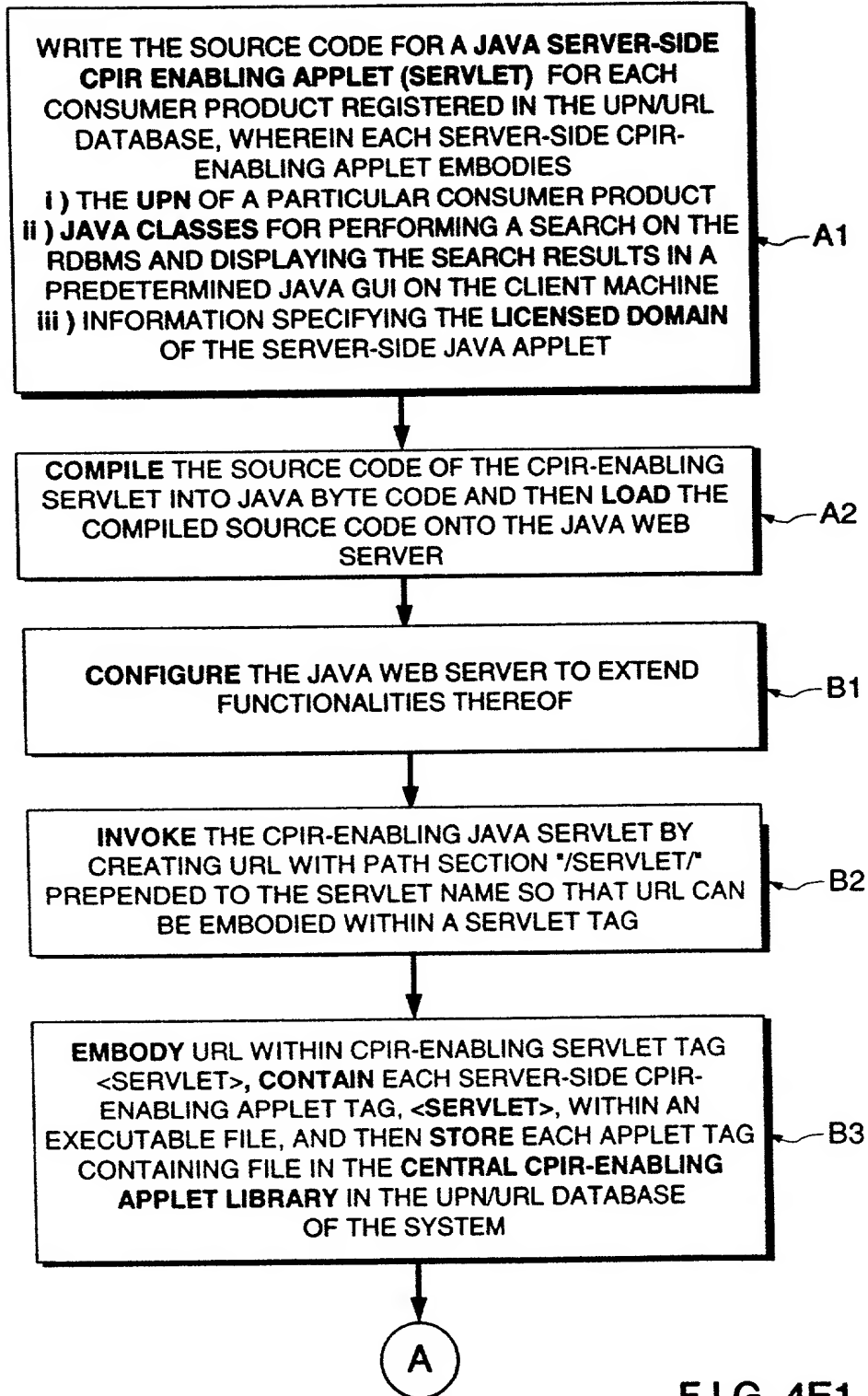


FIG. 4E1

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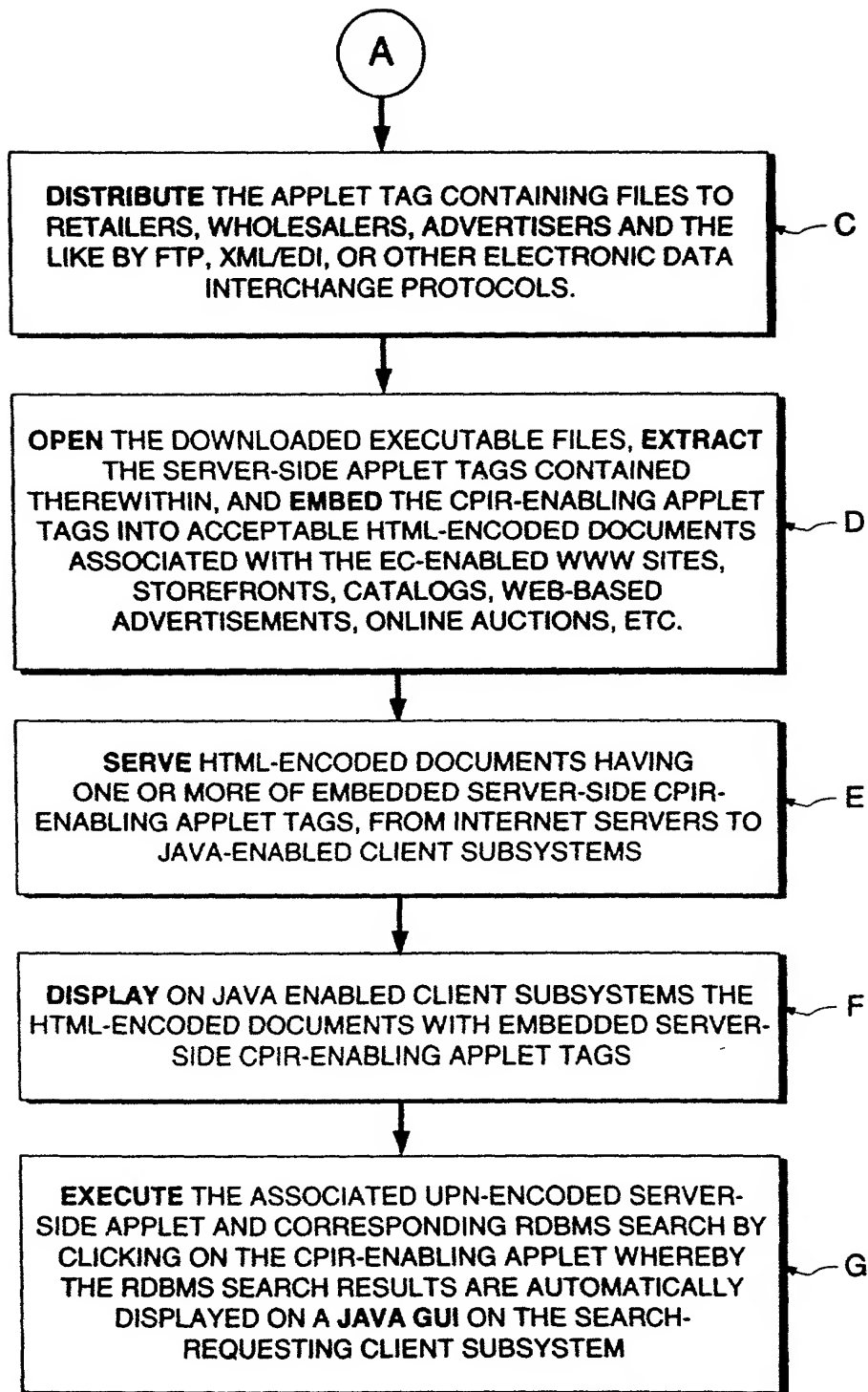


FIG. 4E2

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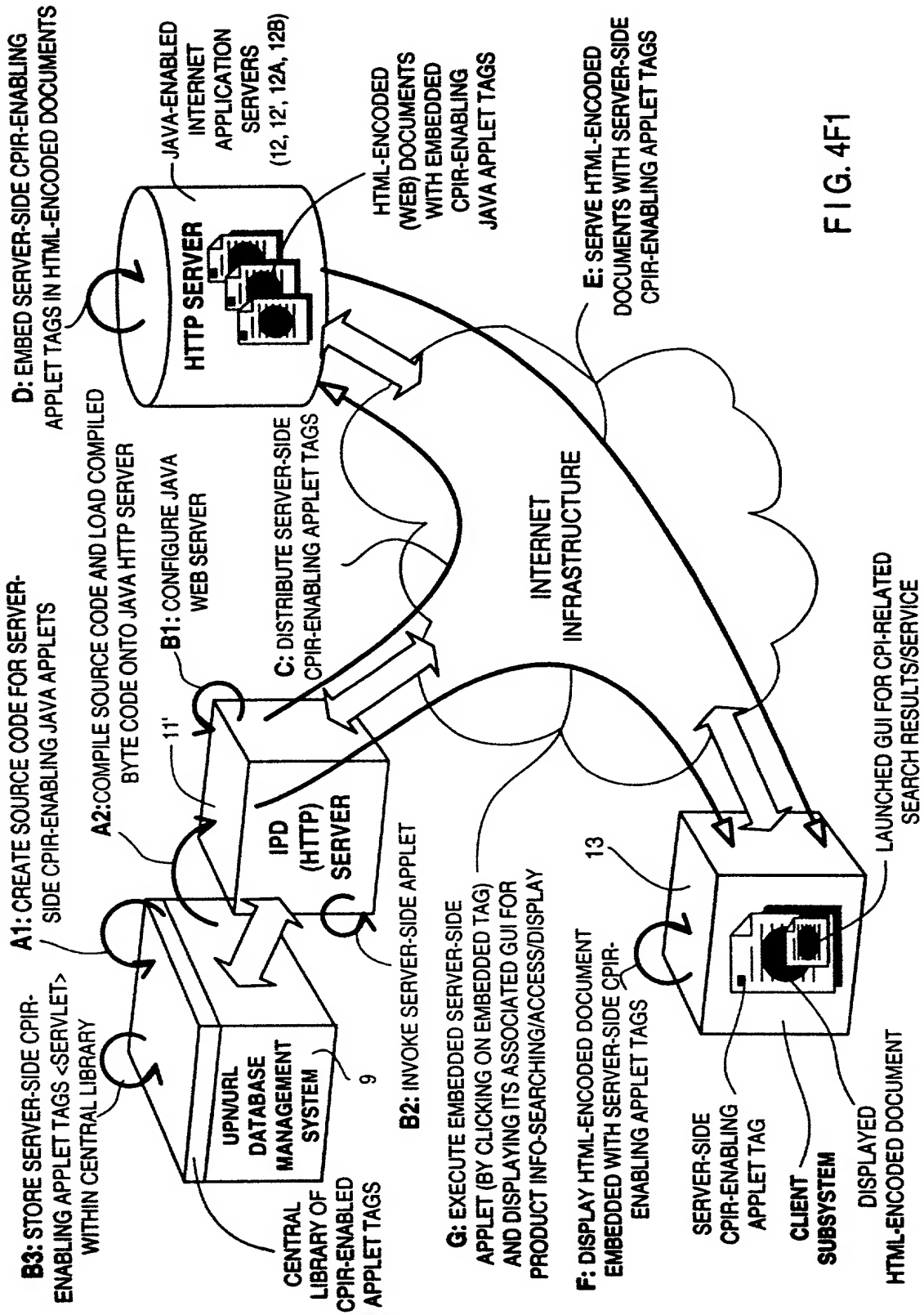


FIG. 4F1





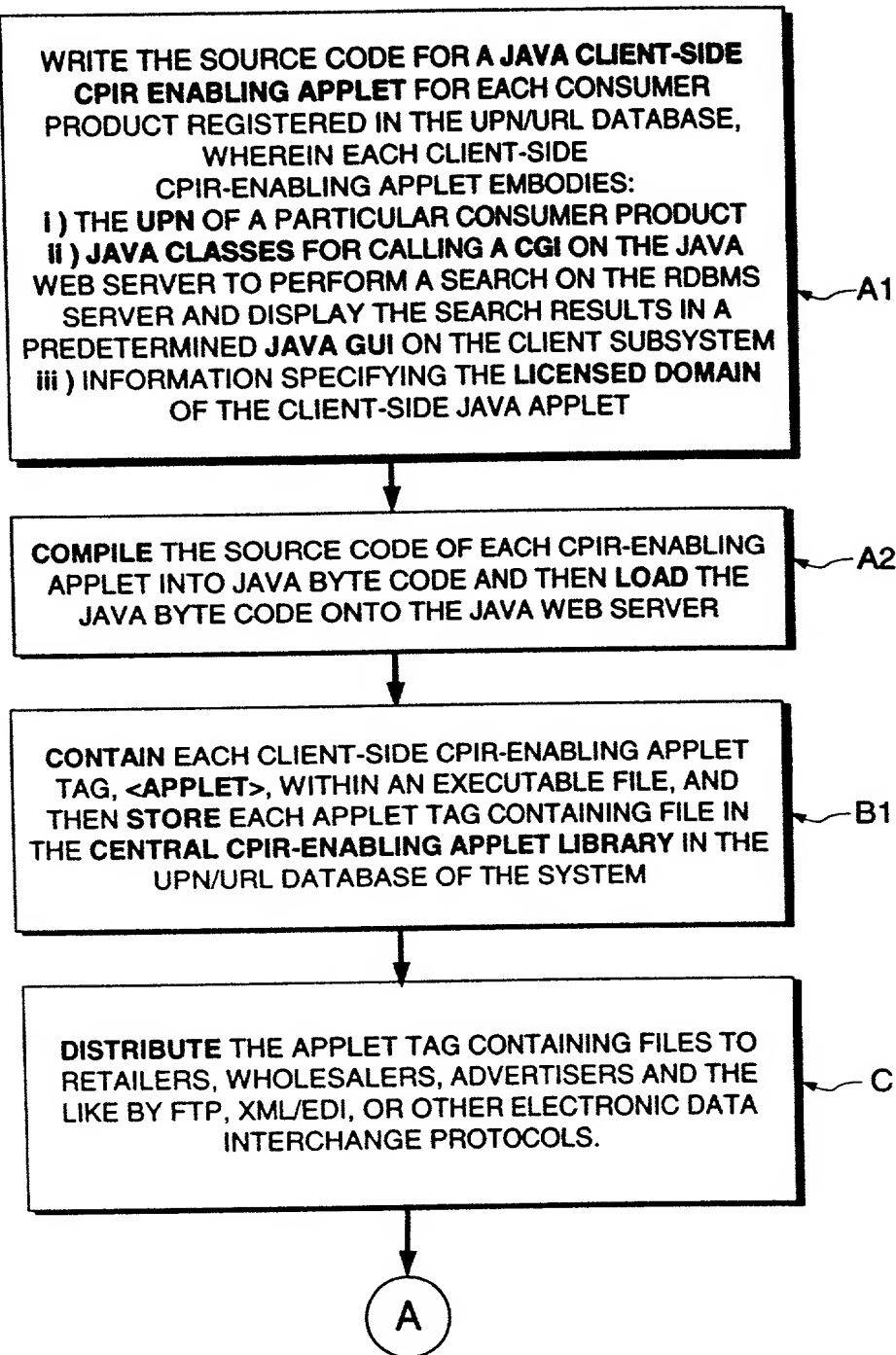


FIG. 4G1

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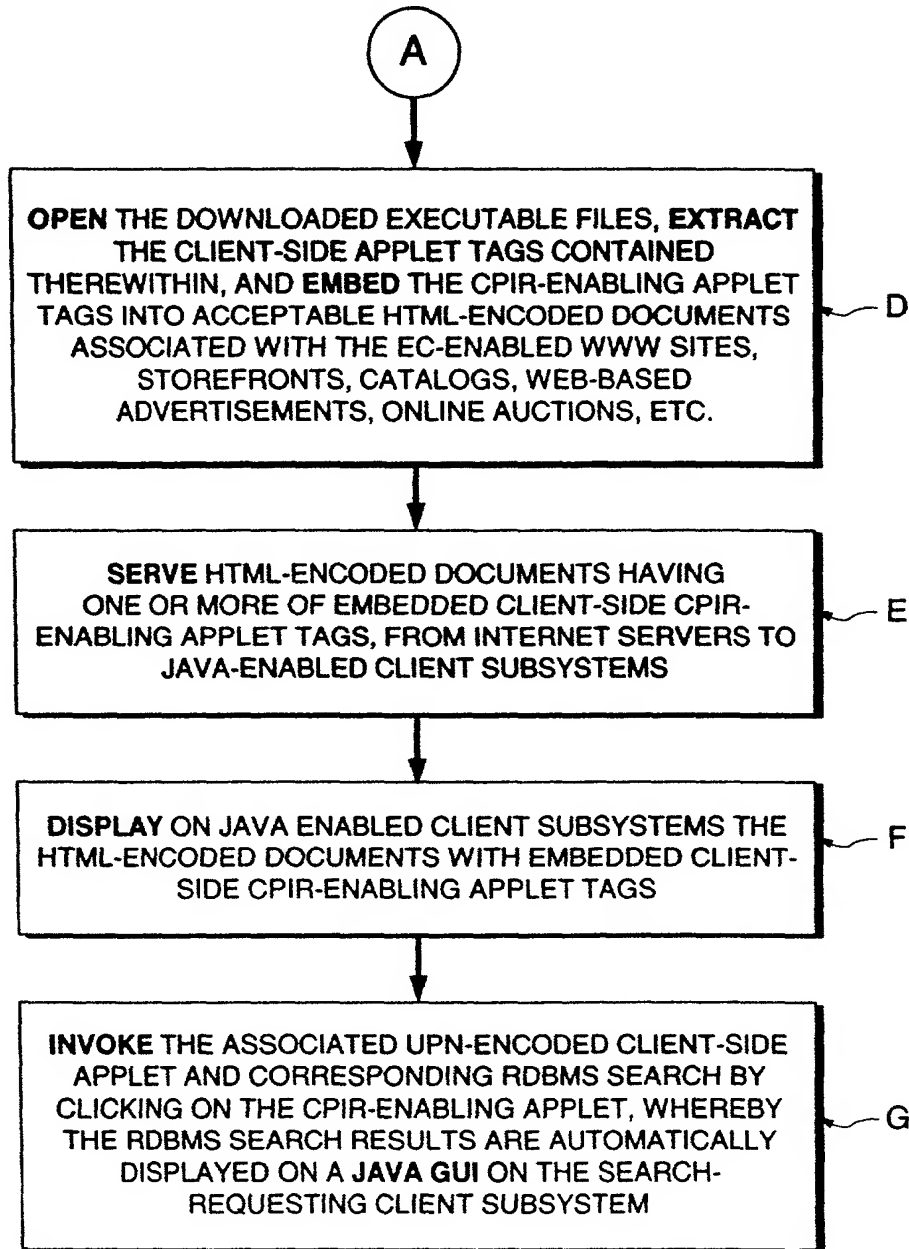


FIG. 4G2

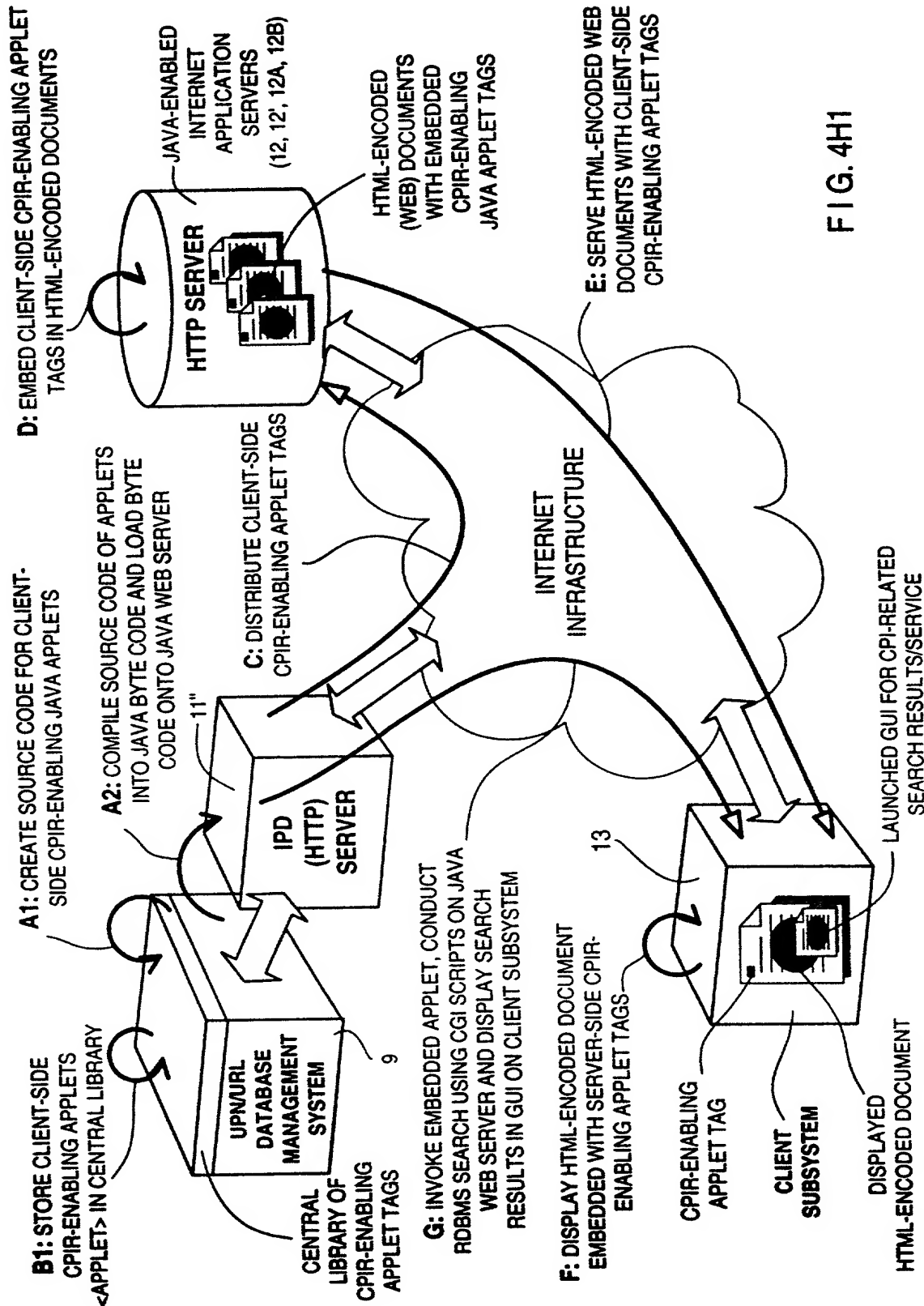


FIG. 4H1

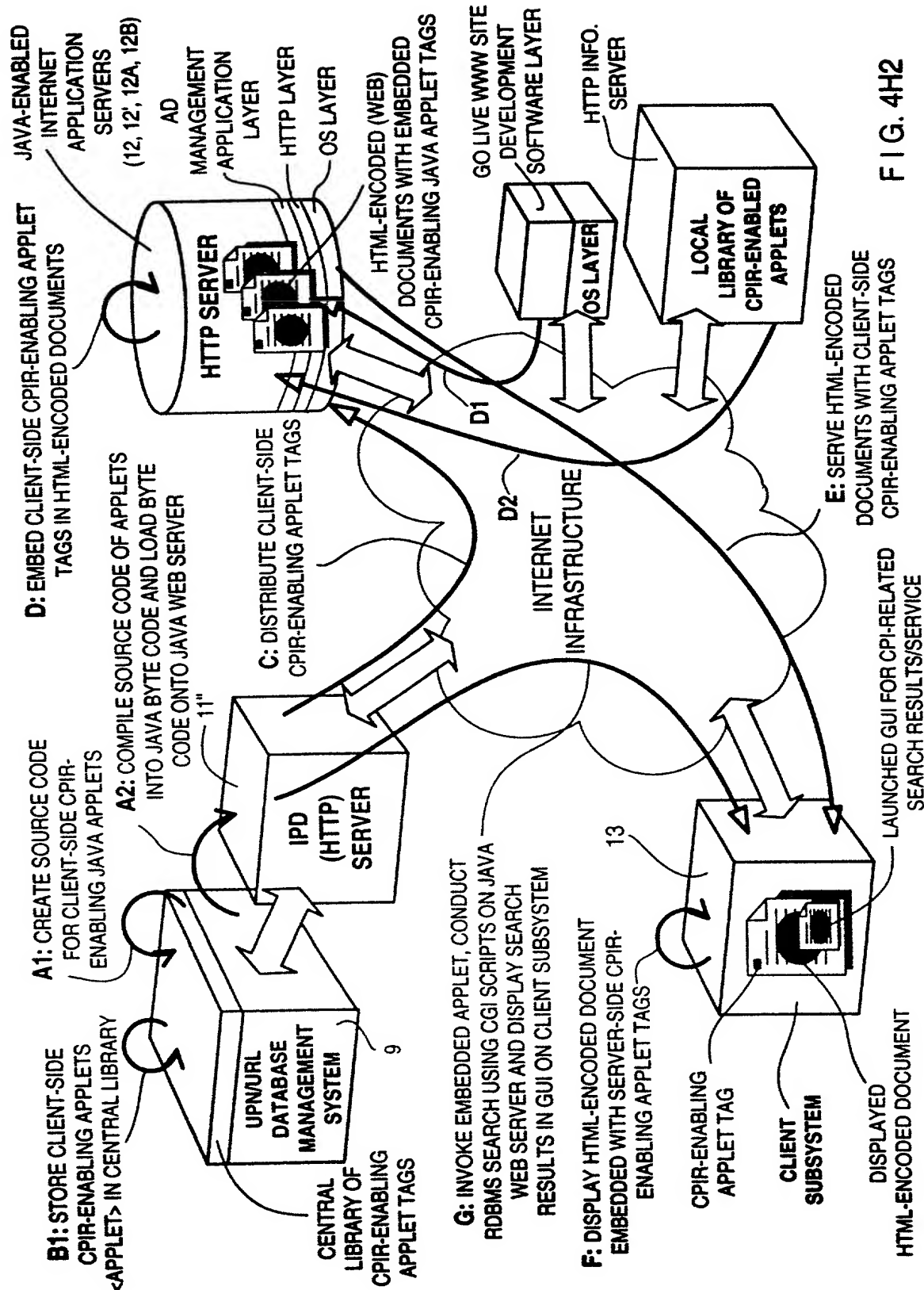


FIG. 4H2

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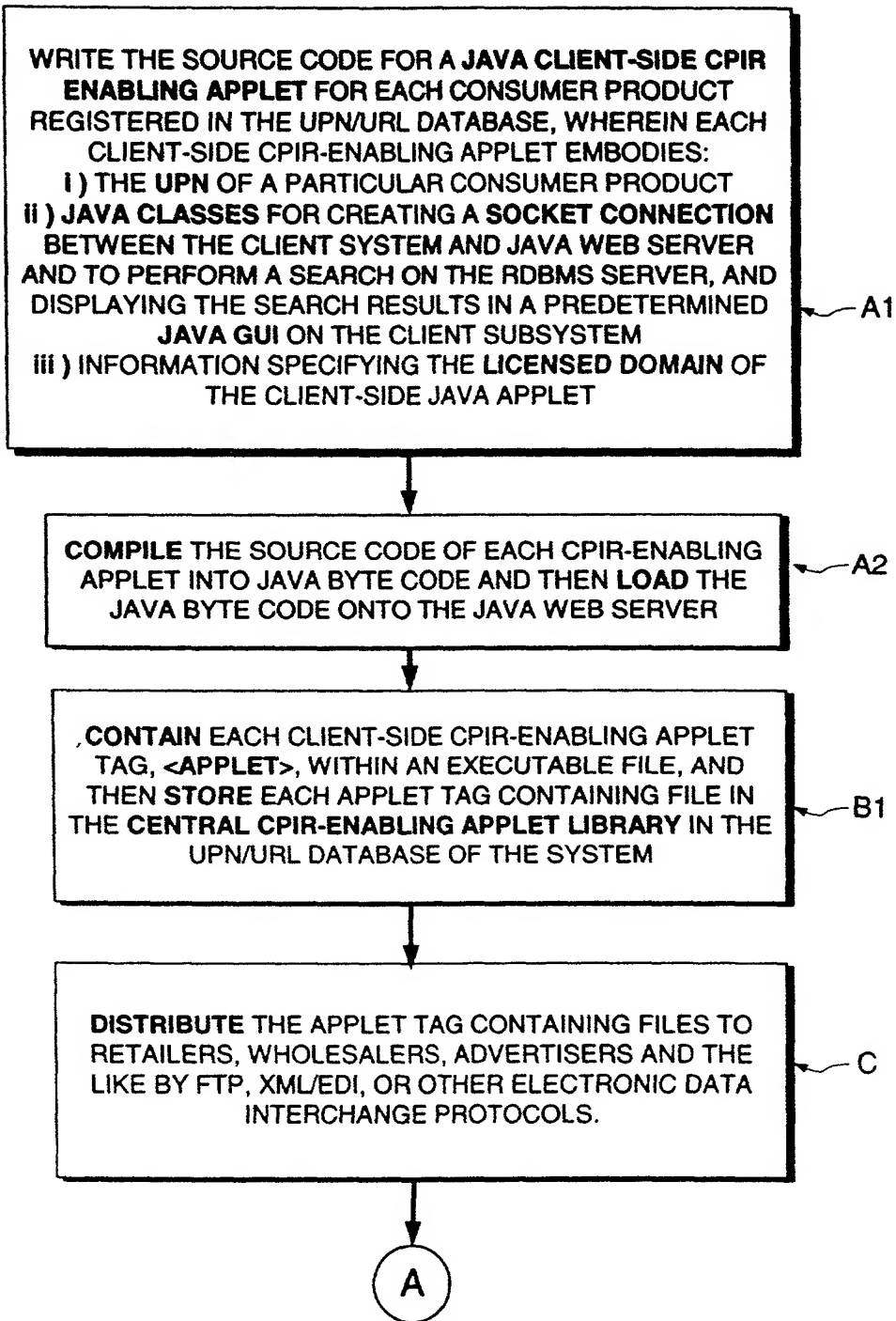


FIG. 411

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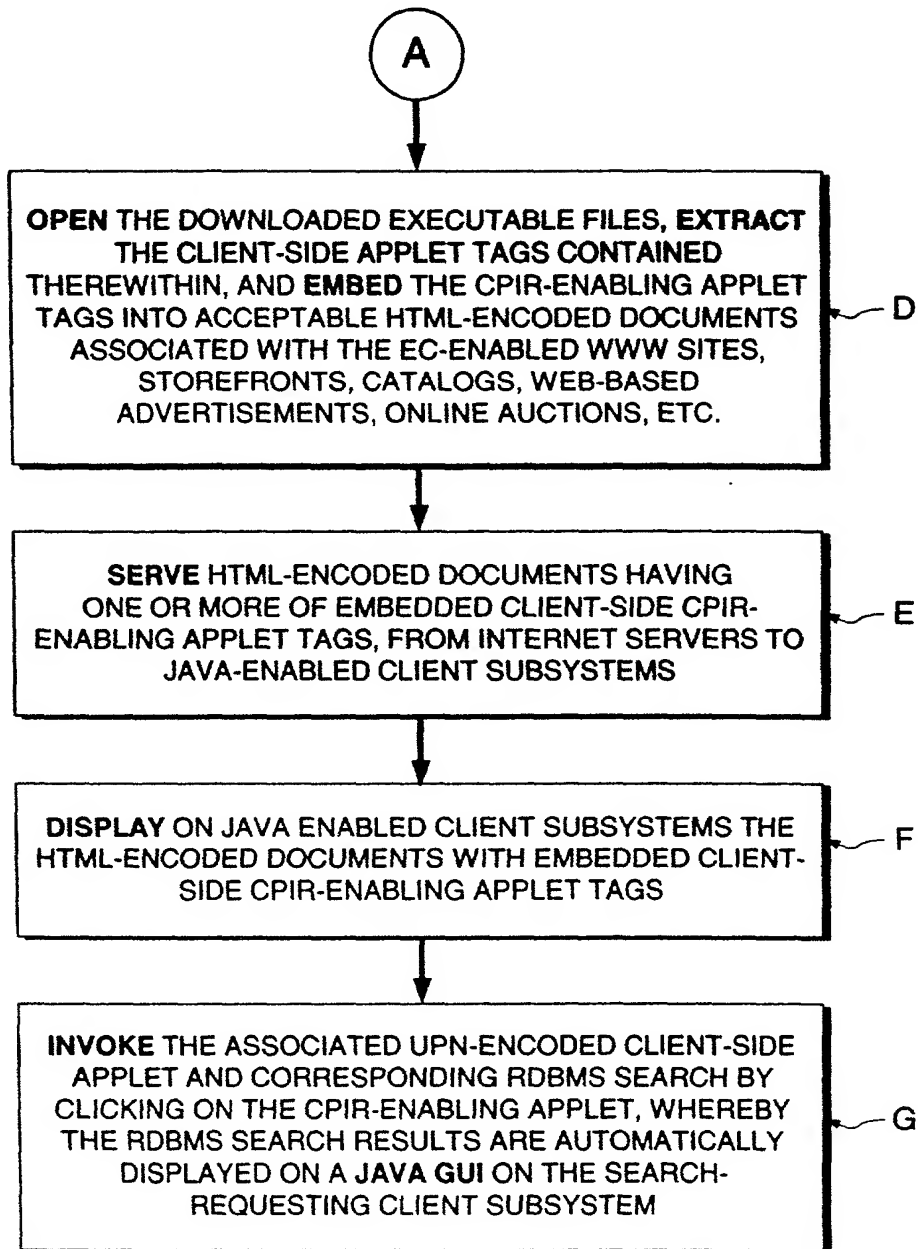


FIG. 412

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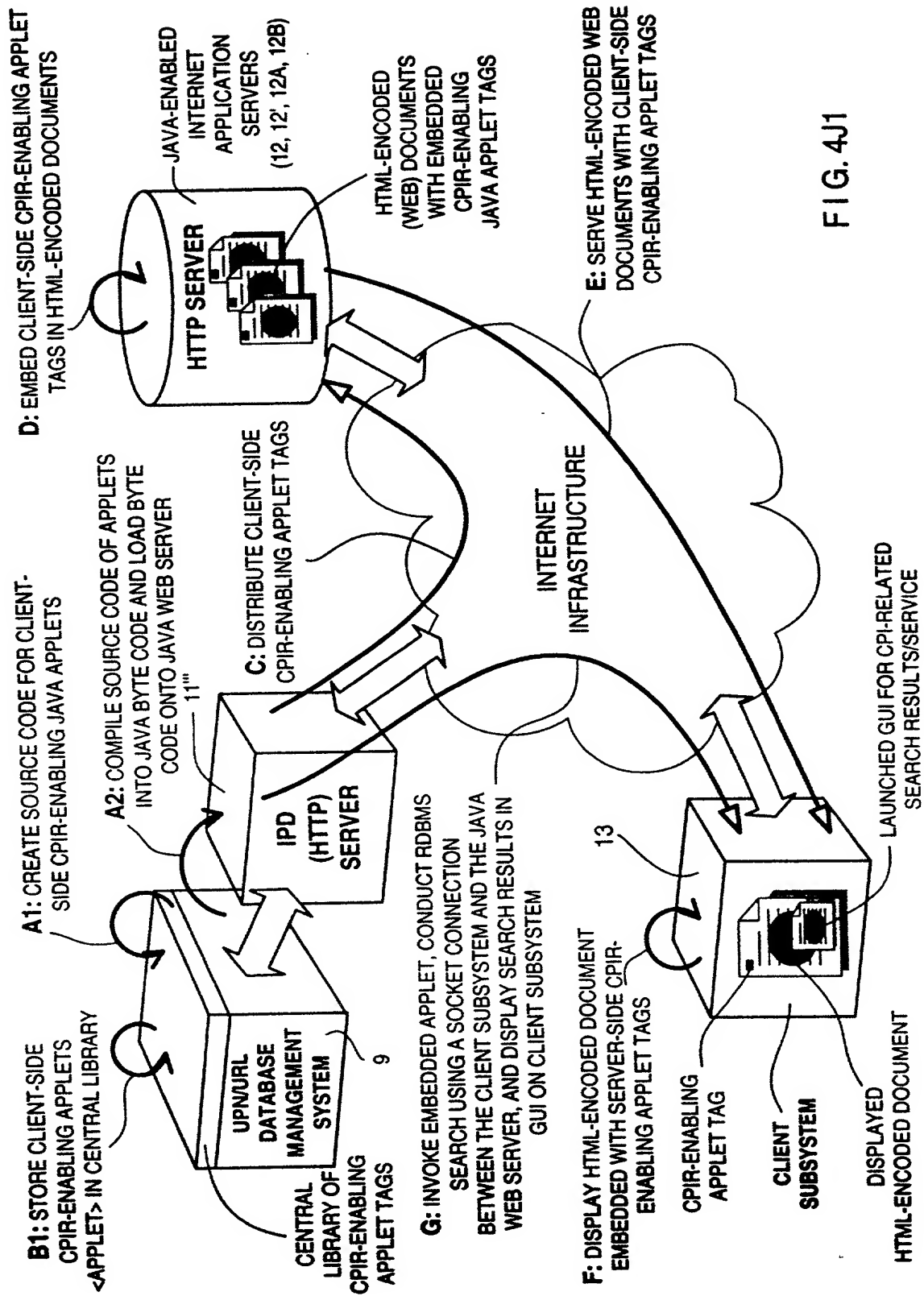


FIG. 4J1

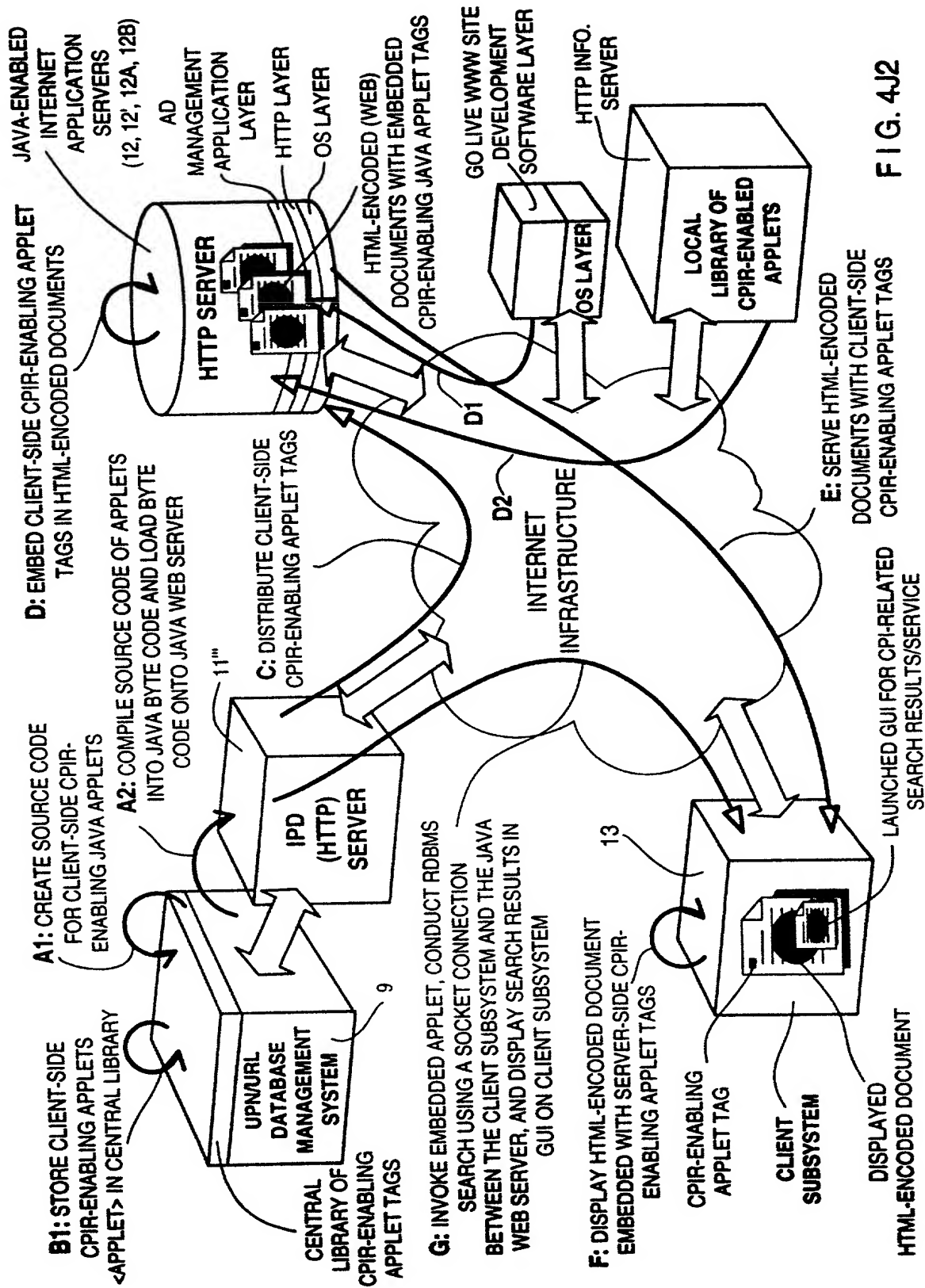


FIG. 4J2



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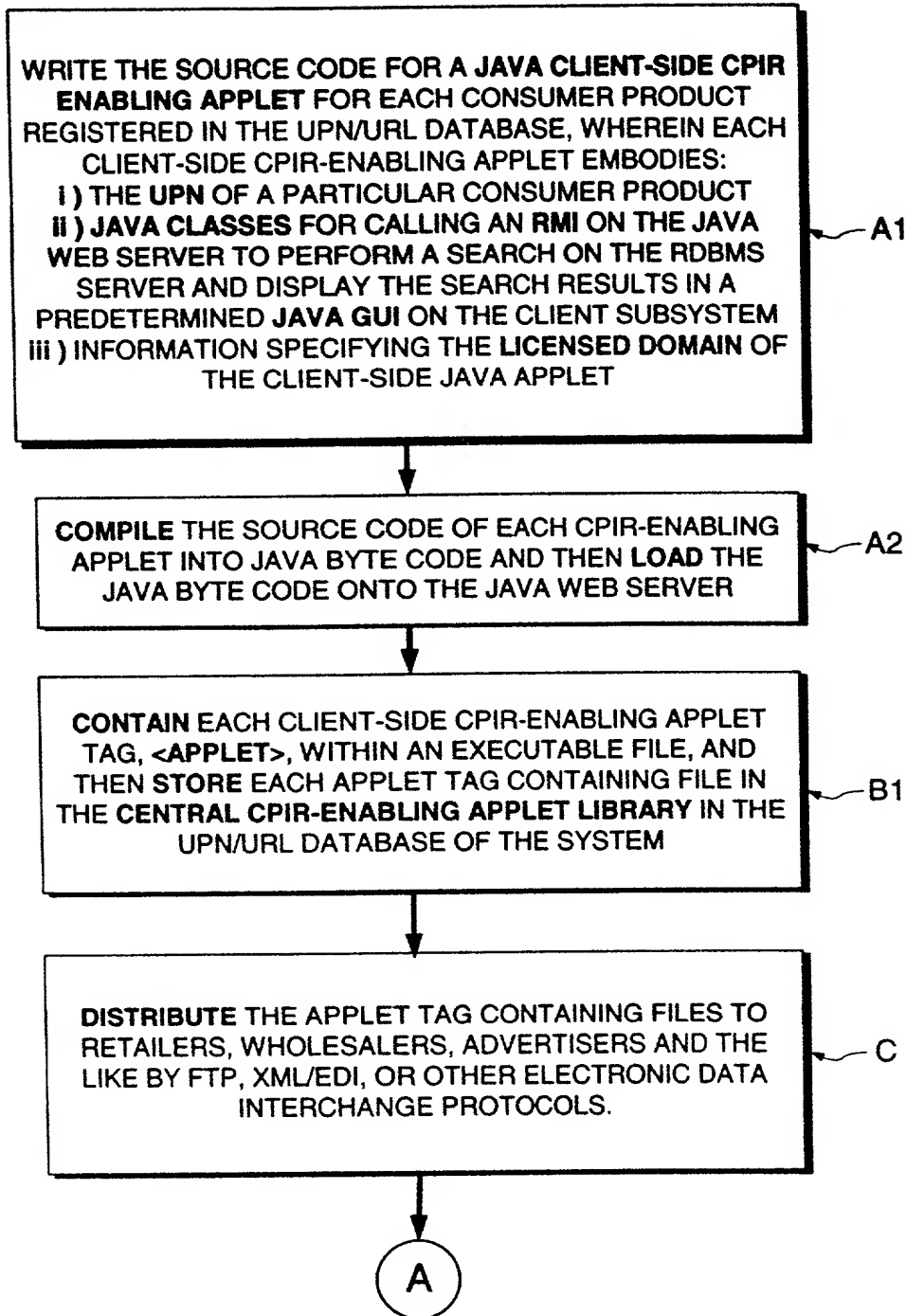


FIG. 4K1

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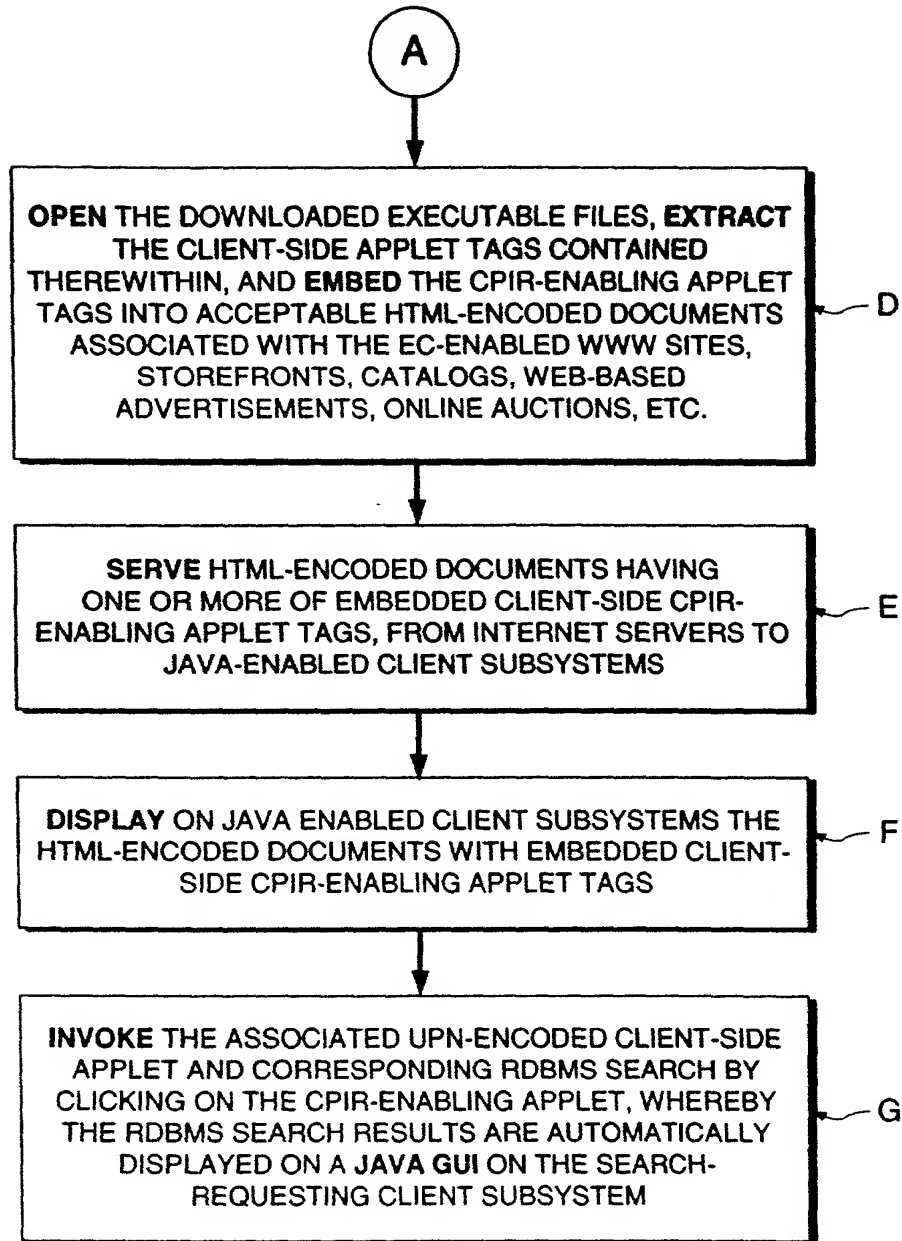


FIG. 4K2

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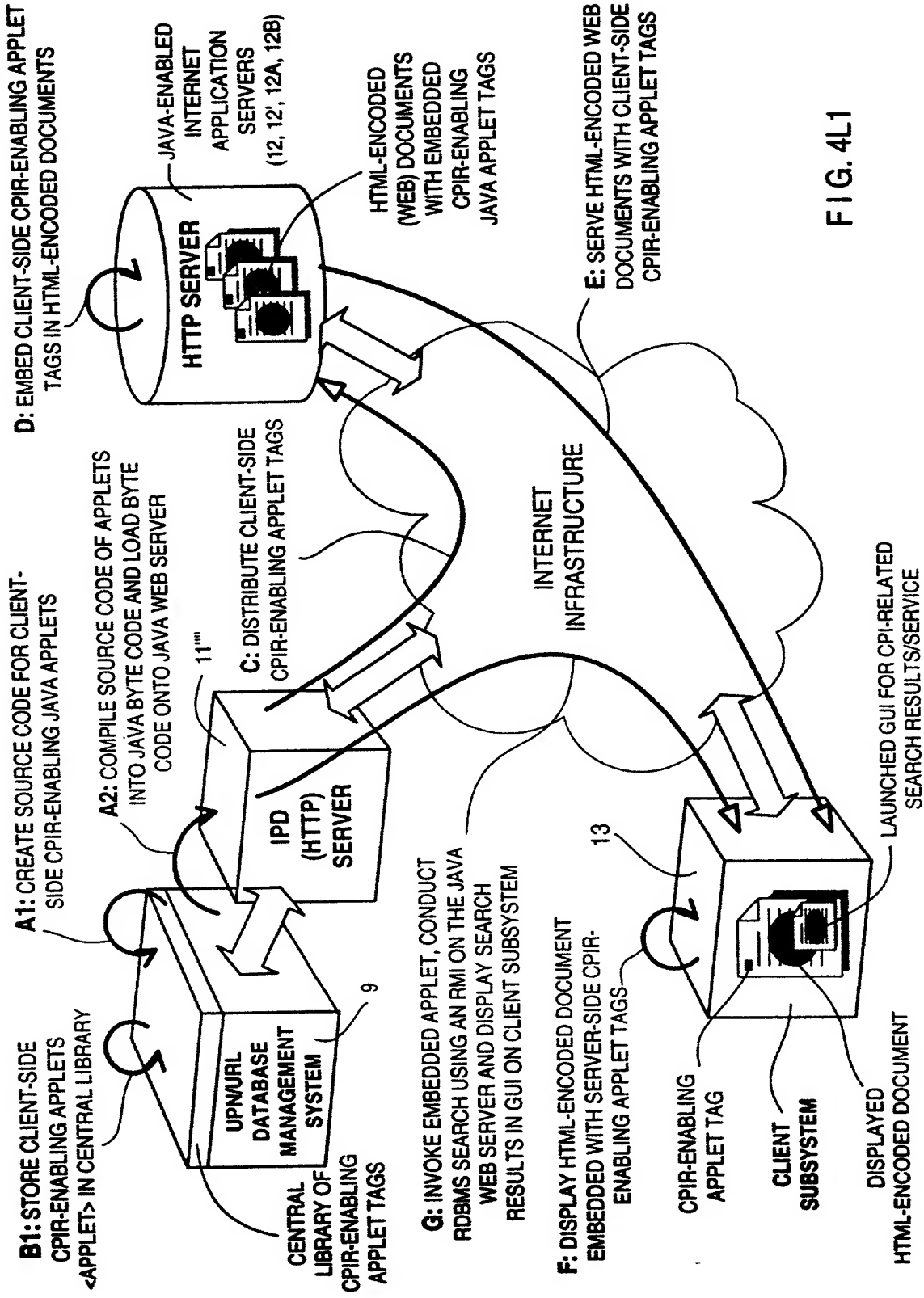
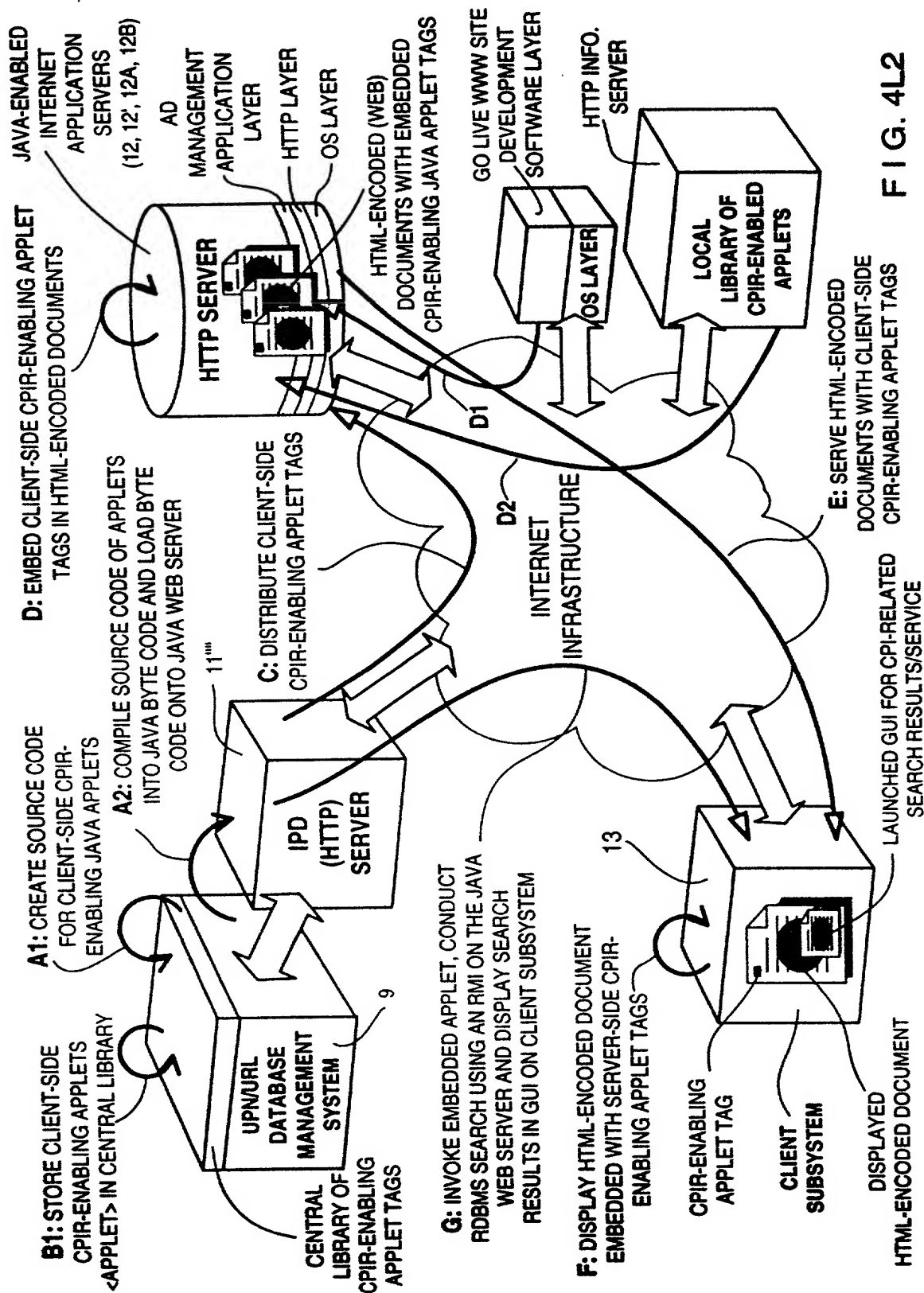


FIG. 4L1



200210 92005007

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Yahool! Netscape

2

Forward Back Home

Menu Location

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

CENTRAL LIBRARY OF CPIR-ENABLING APPLETS

UPC No.	Trademark	Manufacturer No.	Download
0000000000	Power Mac Computer	0000000000	<a href="#">Click here to Download</a>
111111111111	Sony	1111111111111111	<a href="#">Click here to Download</a>
2222222222	J. Crew	22222222222222	<a href="#">Click here to Download</a>
			<a href="#">Click here to Download</a>
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Trademark™

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Product Description™

Brandlink™

Send-It-Home™

FIG. 4M1

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BOX

File

Vendor # 124154612049

Product BLASSPORT

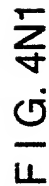
Vendor # 124154612049

Product BLASSPORT

Blasport by Bill Blas. 100% spun silk, mock turtleneck in colors to match our plum blazer. Soft fine-gauge rib knit, fully fashioned. Hand Wash. Imported. Available in 8 colors.

100

FIG. 4M2



**FIG. 4N1**

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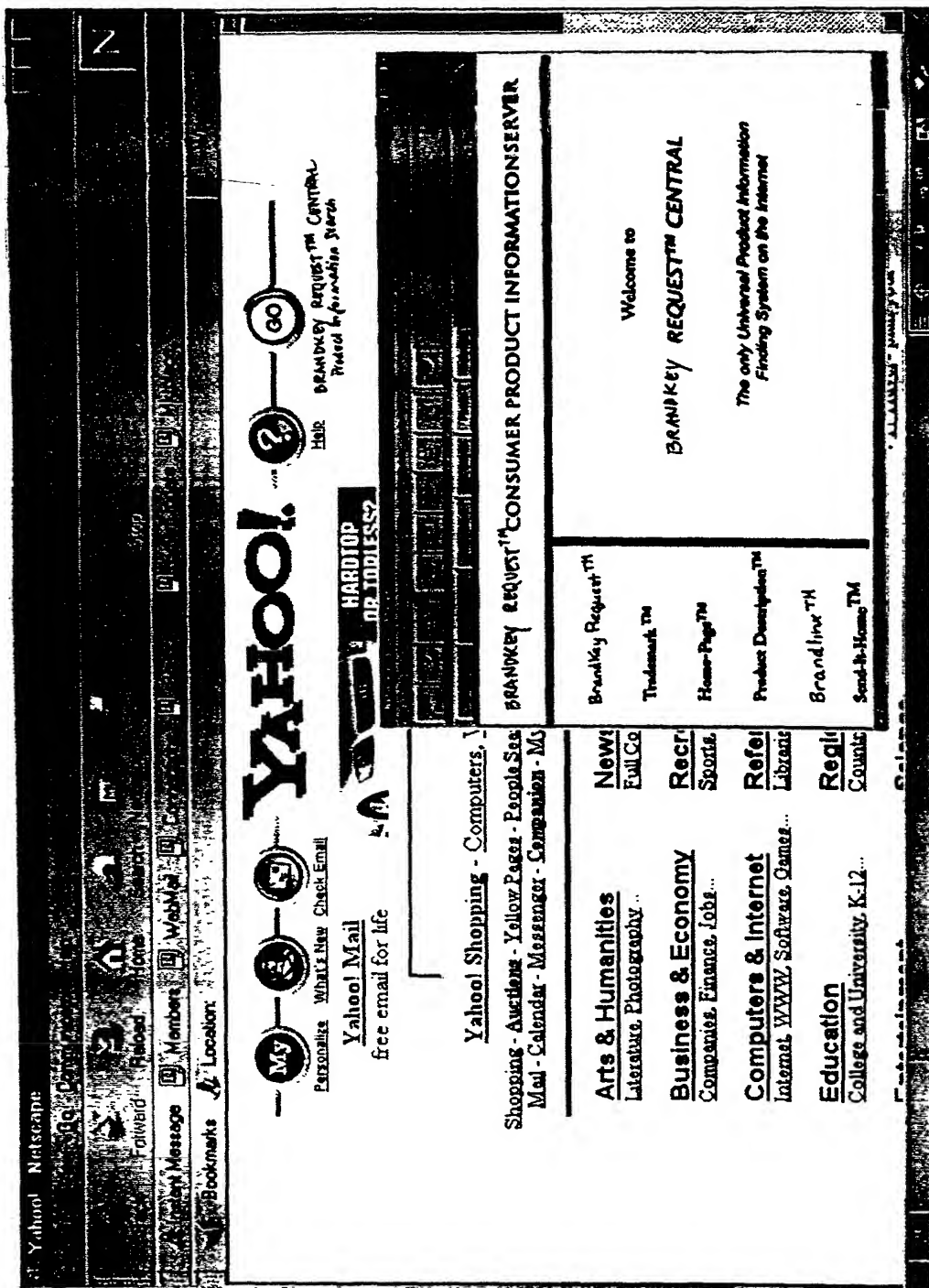


FIG. 4N2



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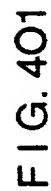


FIG. 401

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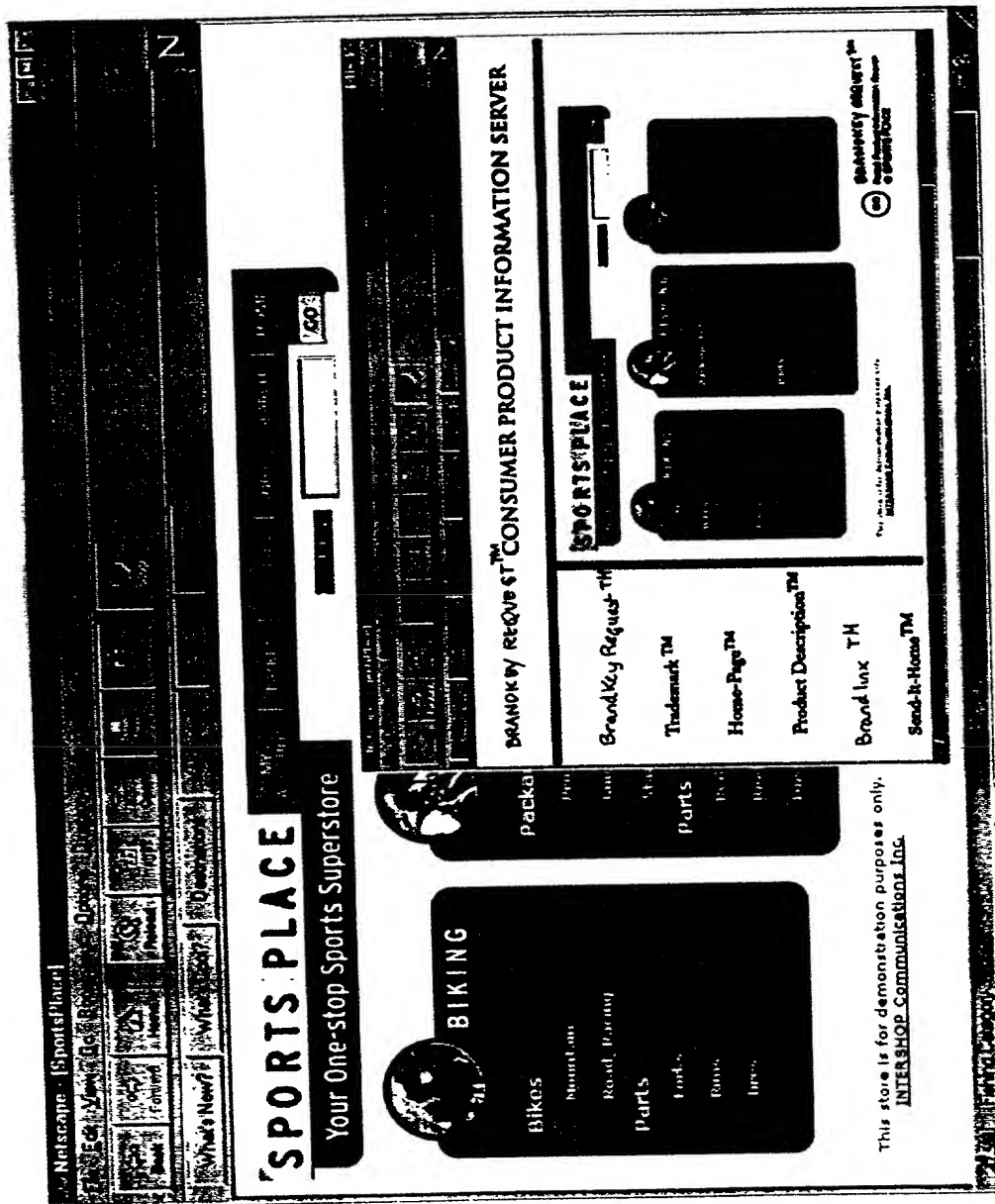


FIG. 402

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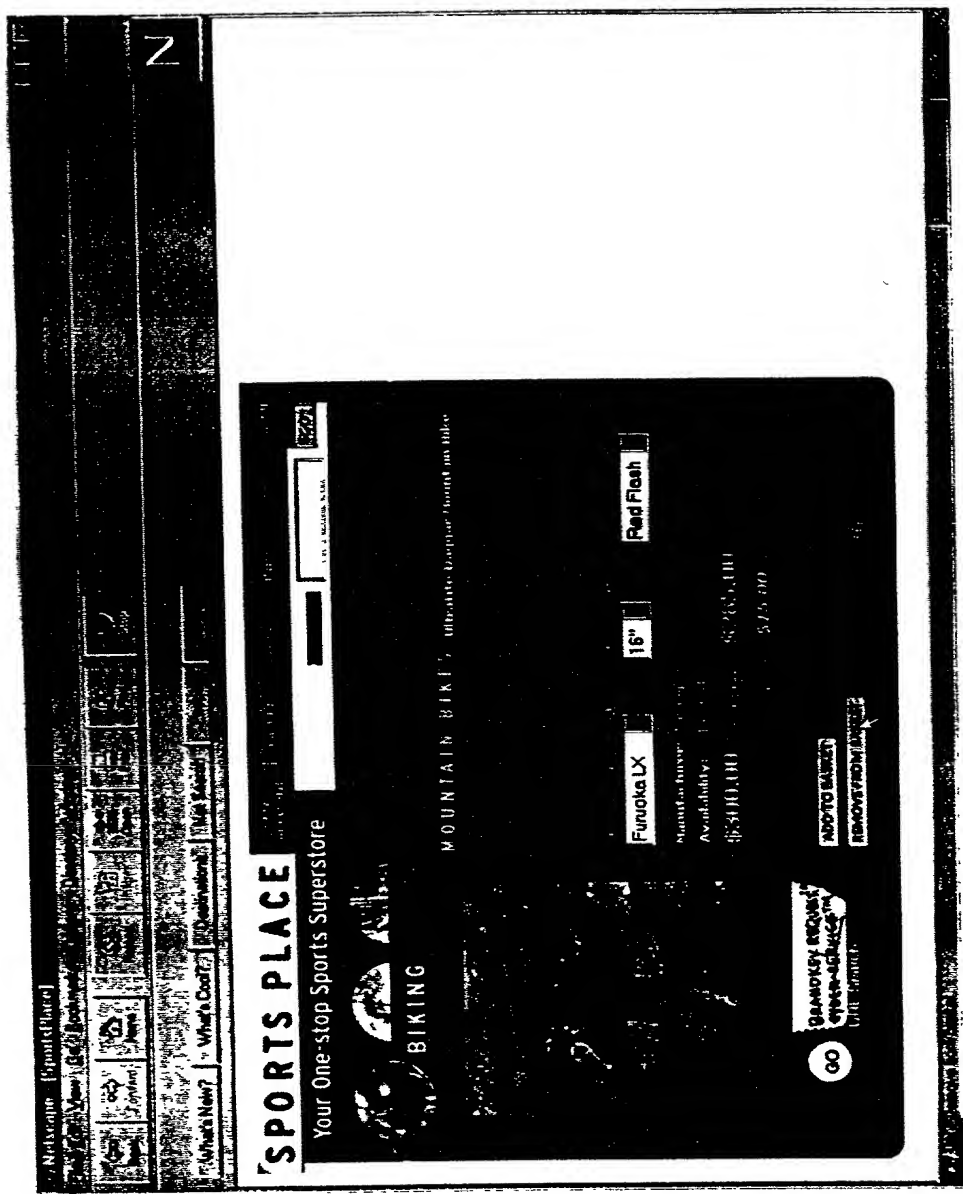


FIG. 4P1

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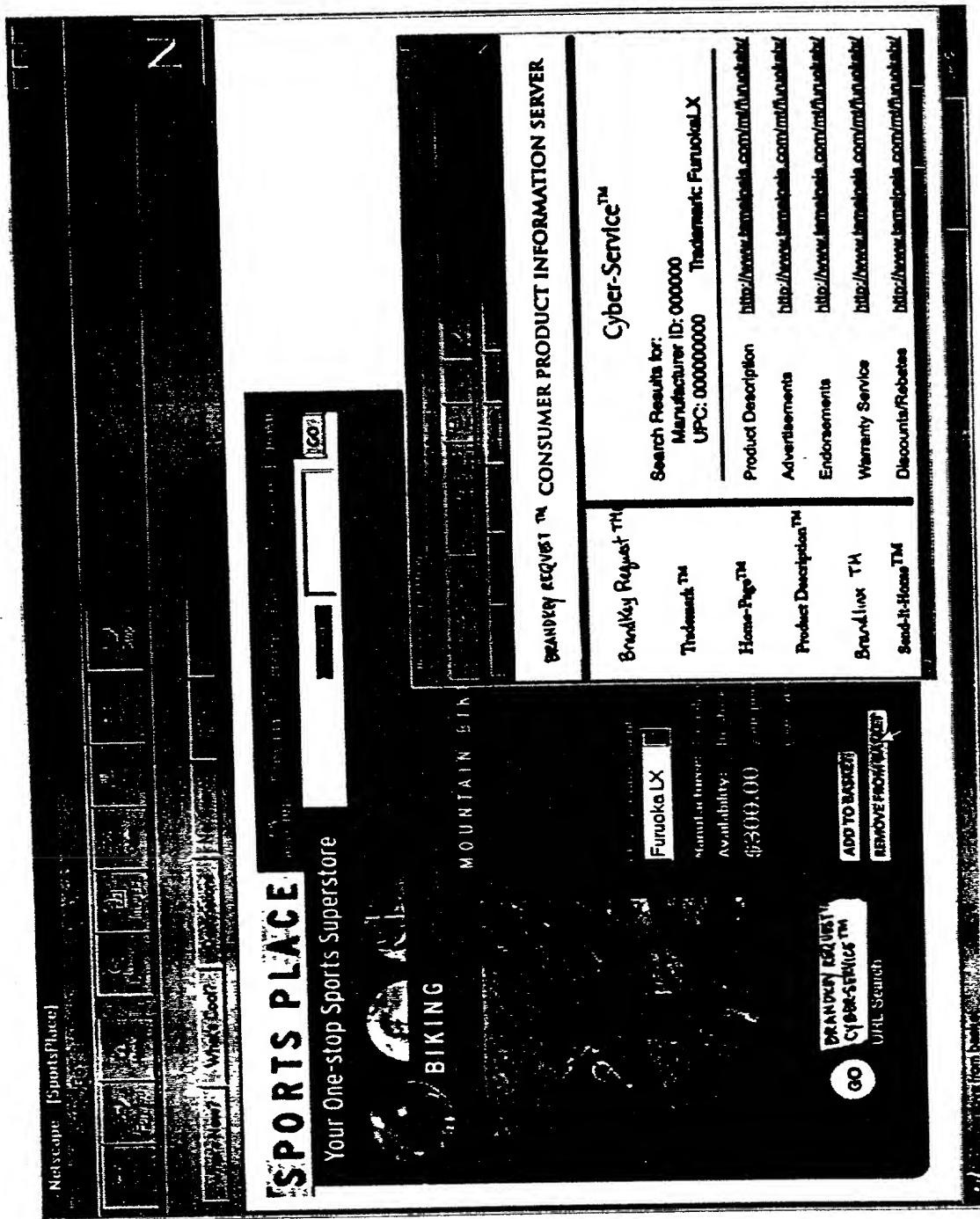


FIG. 4P2

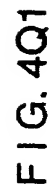


FIG. 4Q1

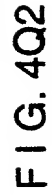


FIG. 4Q2

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Register | eBay item 197020009 (ends 11/07/99 21:29 10 PST) | Incubator Sony Mavica MVC-FD81 10/24x/60f

Home | my eBay | site map

Browse

Sell

Services

Search

Help

Community

Item View

GO

GO

URL Search

ebay

Computer Digital Camera

Currently

Quantity

Time left

Started


Ends


Seller

High bid

Payment

Shipping

 Description

 Feedback

\$420.50 (reserve met)

1

4 days, 7 hours +

10/31/99, 21:29 10 PST

11/07/99, 21:29 10 PST

ians47 (10) ☆

(view comments in seller's Feedback Profile) (view seller's other auctions) (ask seller a question)

alt fees

Money Order/Cashiers Checks, Personal Checks, See item description for payment methods accepted

Seller might ship to home country only. See item description for details. See item description for shipping charges

First bid

# of bids

Location

Est (mail this auction to a friend)

(request a gift alert)

Featured Category Auction

\$2.00

12 (bid history) (with email)

Milpitas, CA

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted

FIG. 4R1

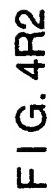


FIG. 4R2



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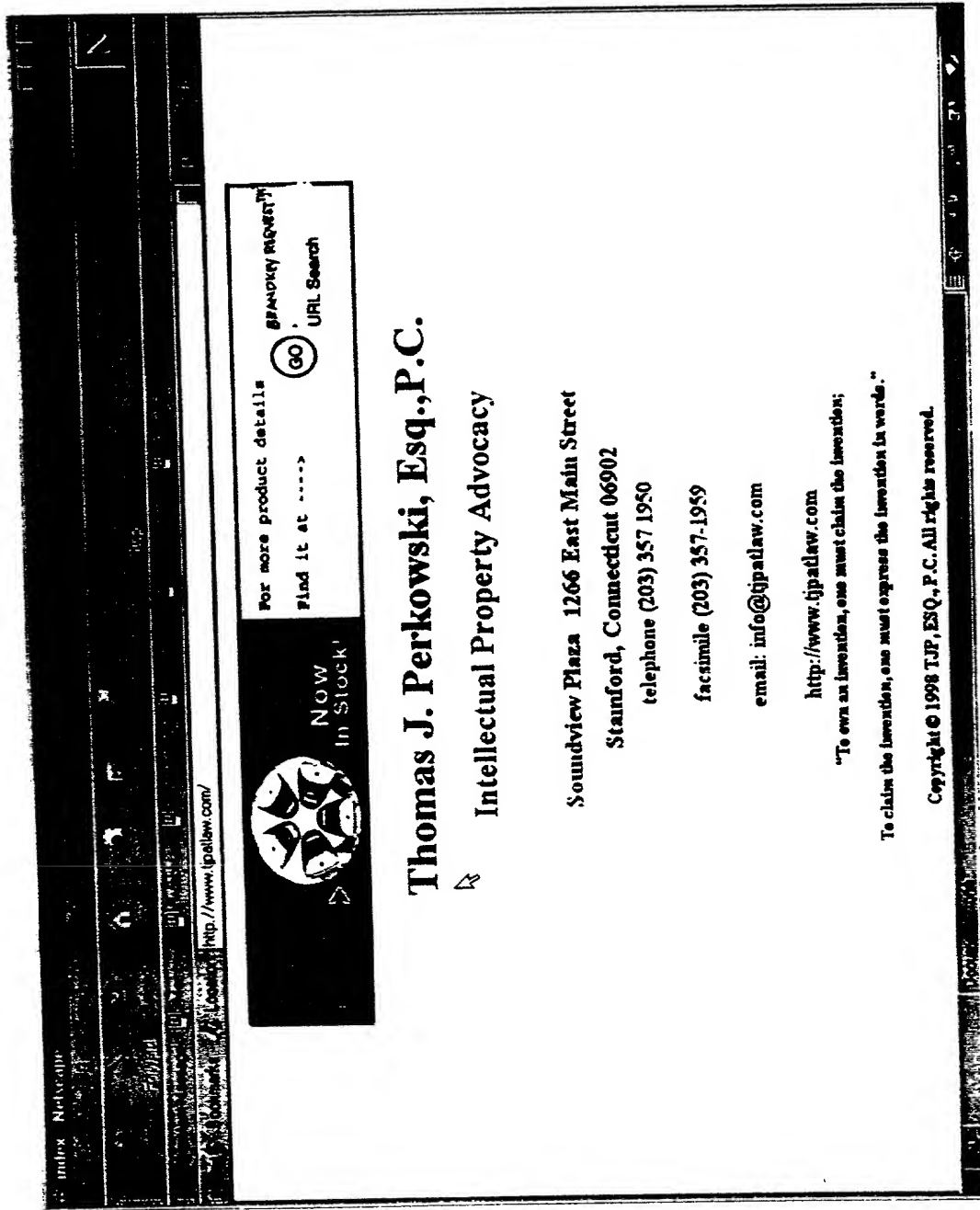


FIG. 4S1

[Home](#)
[Messages](#)
[Find](#)
[Tools](#)
[Help](#)

[http://www.ipollaw.com/](#)

For more product details  
Find it at -----

GO URL Search

**Thomas J. Per**

**Intellectual P**

Soundview Plaza

Stanford, CA

telephone

facsimil

email: in

http://w

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To claim the invention, one m

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**BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER**

<p><b>BrandKey Request™</b></p> <p>Trademark™</p> <p>Home-Page™</p> <p>Product Description™</p> <p>Brand link™</p> <p>Send-It-Home™</p>	<p><b>Cyber-Service™</b></p> <p>Search Results for:</p> <p>Manufacturer ID: 000000</p> <p>UPC: 0000000000</p> <p>Trademark: Compaq Presario</p> <p>Product Description</p> <p>Advertisements</p> <p>Endorsements</p> <p>Discounts/Rebates</p> <p>Buy on the Web</p> <p>BUY NOW</p>
---	--

FIG. 4S2

Mac Mall The Mall with it all! Netscape

Home | Mac Mall | Education | Government | Electronics | Clearance

Message | Members | Vendors | Localize

GO

SEARCH REQUEST

**MacMall**

up to **\$250 Cash Back!**  
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- Servers
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- Books & Video
- Cables & Wiring
- CD & DVD
- Communications
- Controller Cards

**All-new recipe.**

**All-new ingredients.**

- Fast, easy Internet access
- iMac has been resculpted so it's smaller, sleeker and more transparent
- plug-and-play digital video (DV models only)
- 350- or 400MHz PowerPC G3 processor
- ATI RAGE 128 VR 2D/3D accelerated graphics
- 64MB or 128MB of SDRAM; supports up to 512MB

FIG. 4S3

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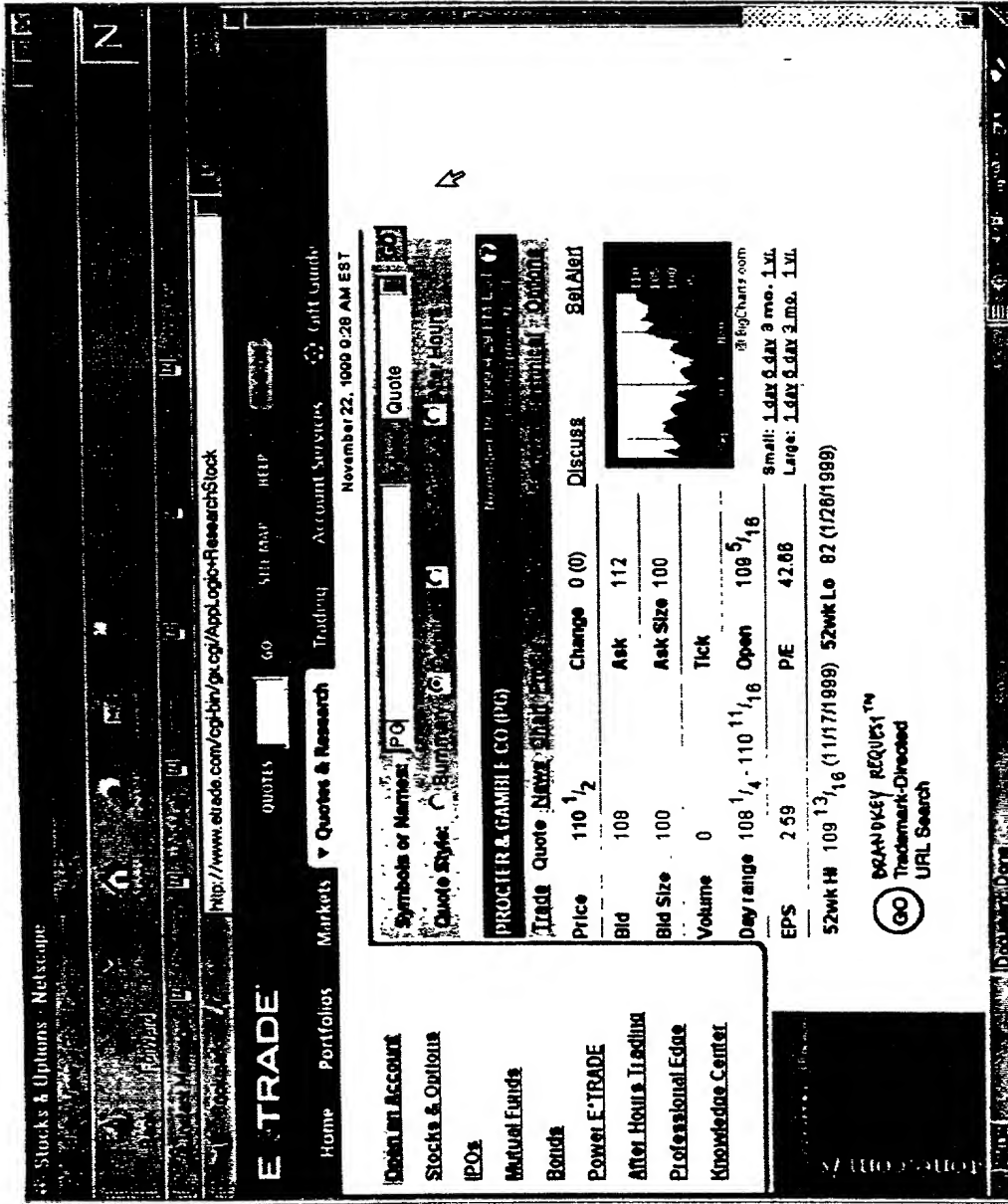
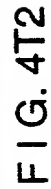


FIG. 4T1



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MANUFACTURER / PRODUCT REGISTRATION MODE

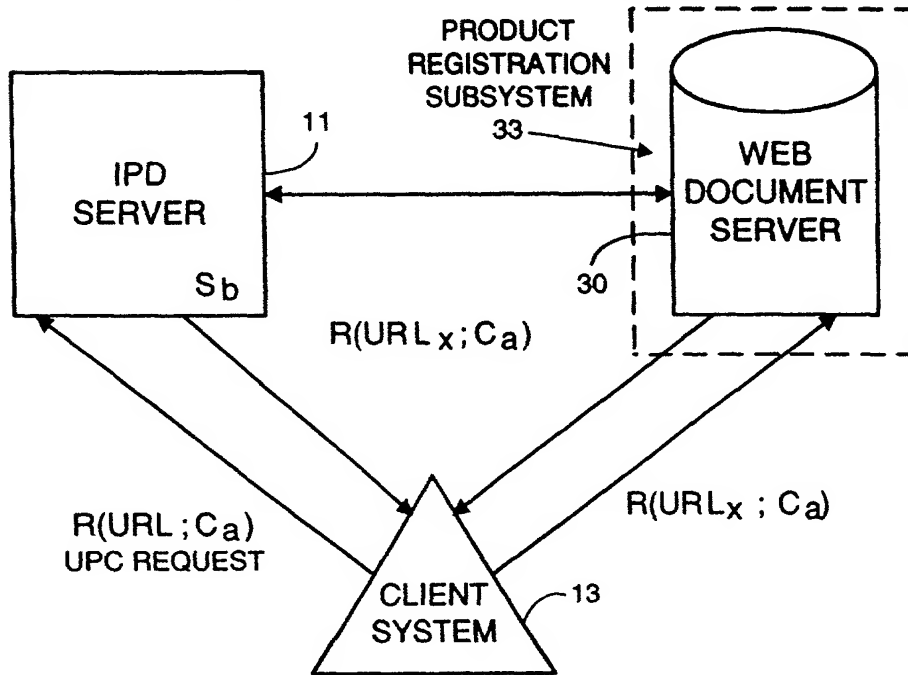


FIG. 5A

MANUFACTURER WEBSITE SEARCH MODE

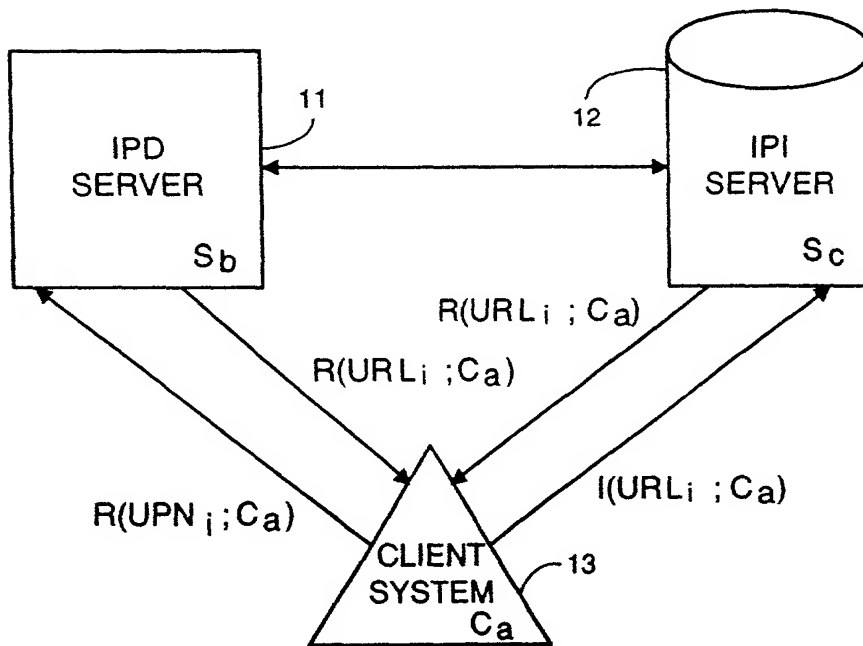


FIG. 5B

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# MANUFACTURER / PRODUCT REGISTRATION MODE

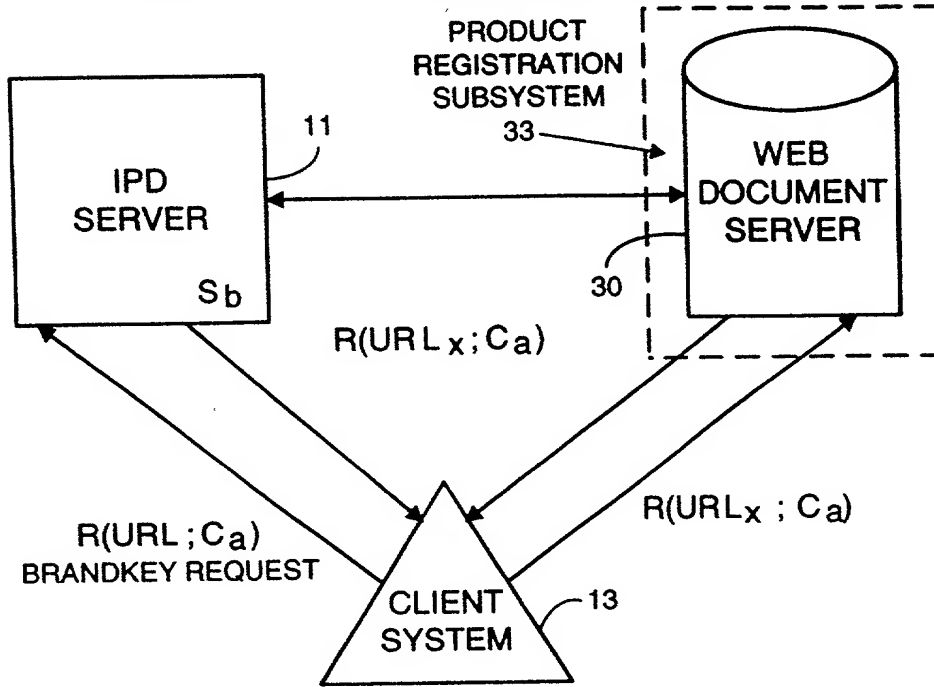


FIG. 5A

# MANUFACTURER WEBSITE SEARCH MODE

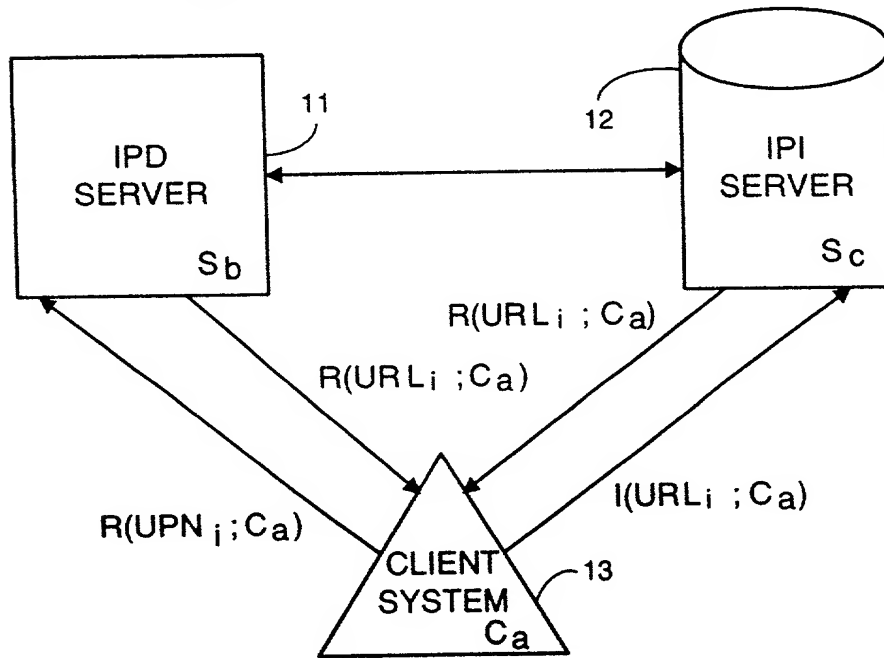


FIG. 5B

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# UPN - DIRECTED INFORMATION ACCESS MODE

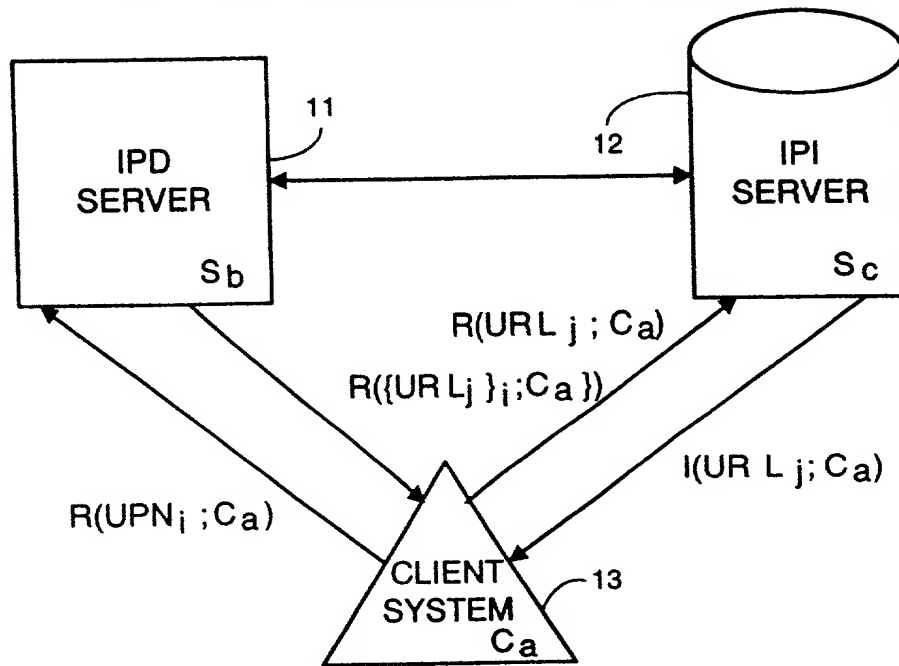


FIG. 5C

# TRADE - MARK DIRECTED SEARCH MODE

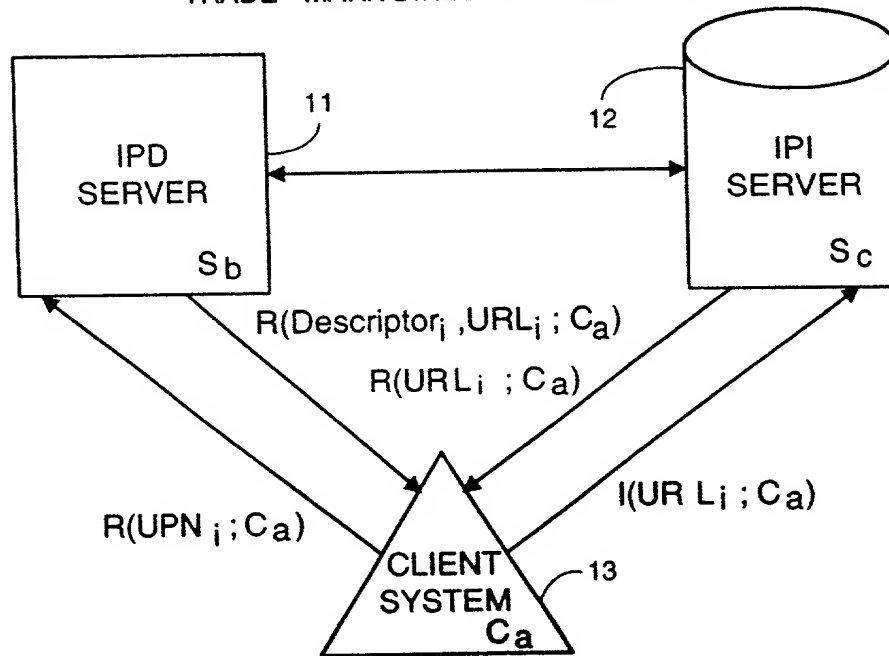


FIG. 5D



## PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

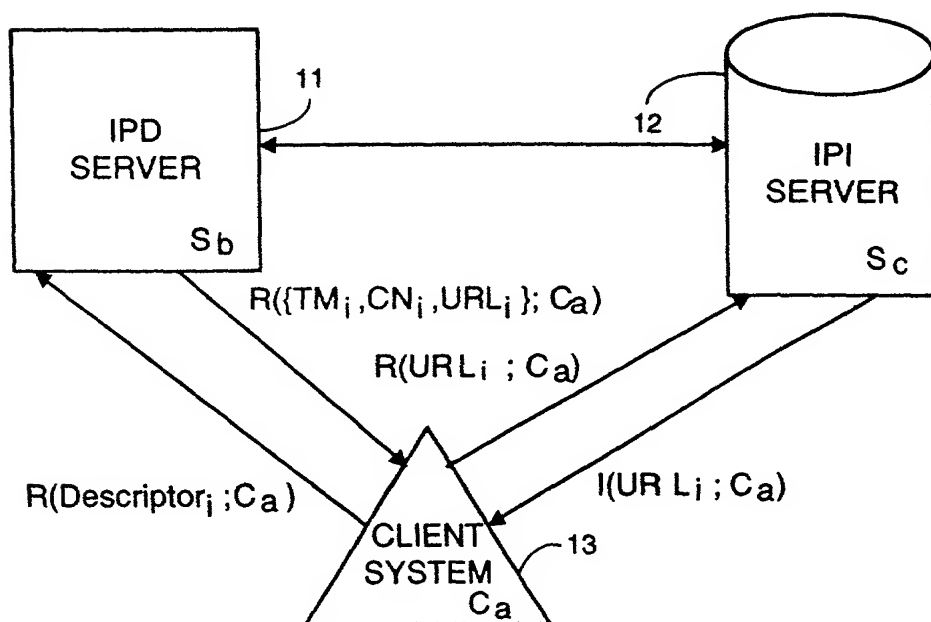


FIG. 5E

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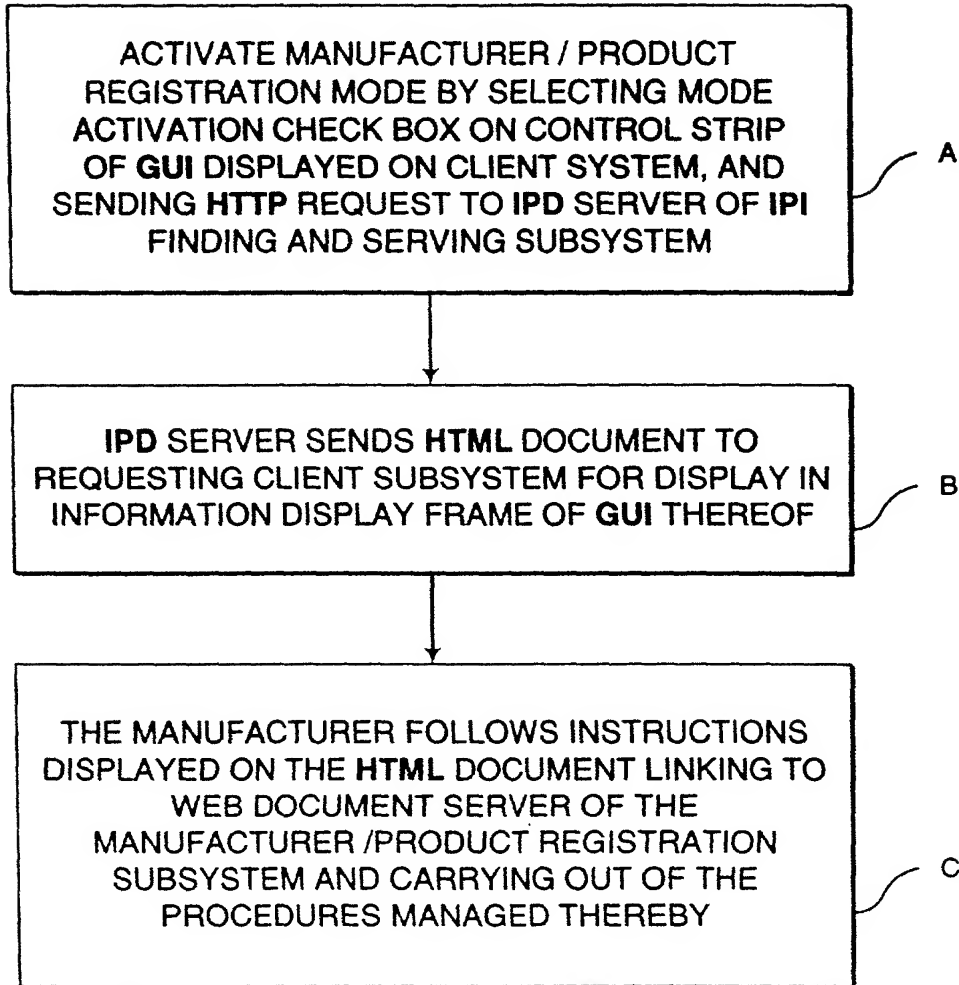


FIG. 6A

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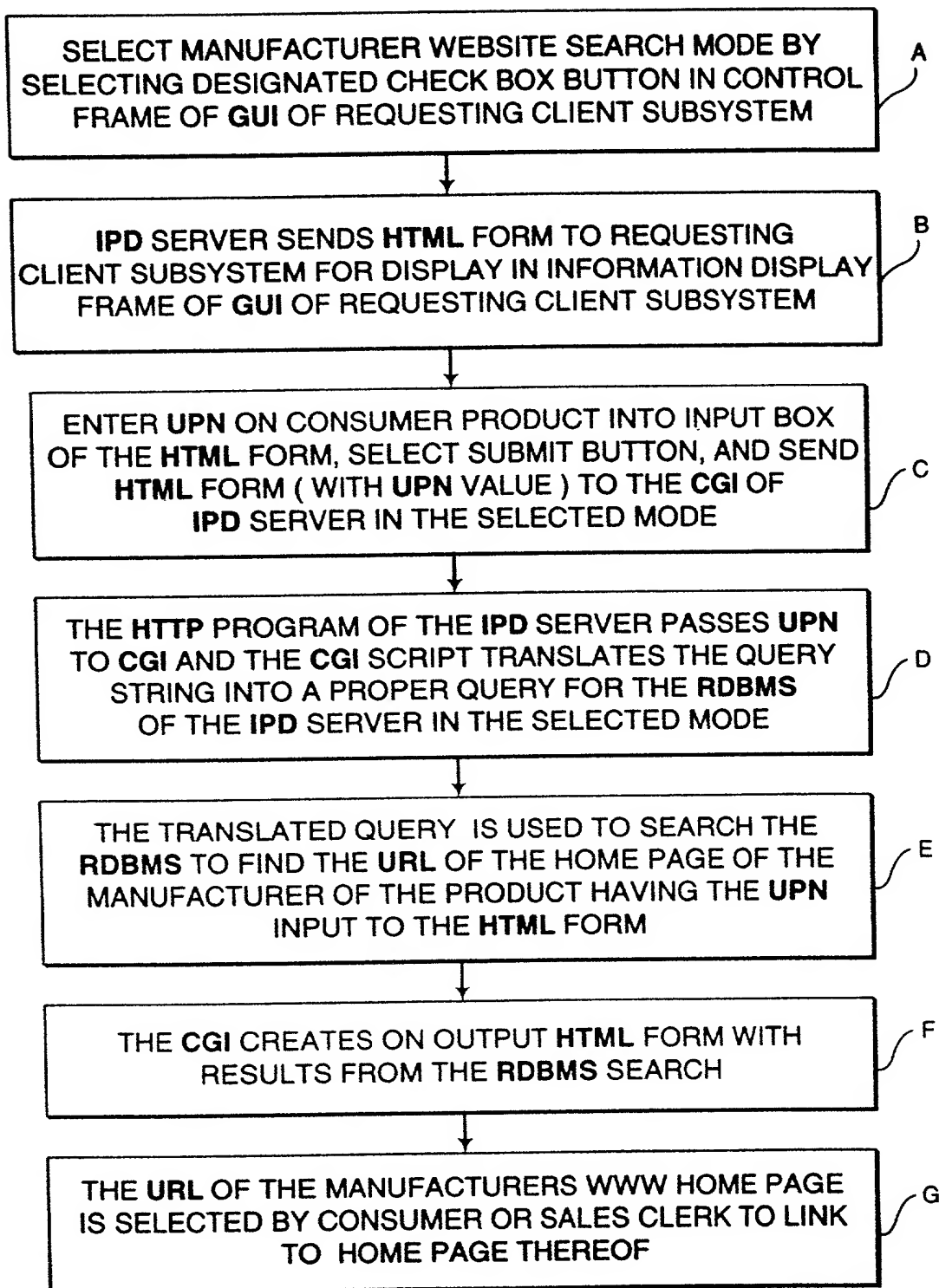


FIG. 6B

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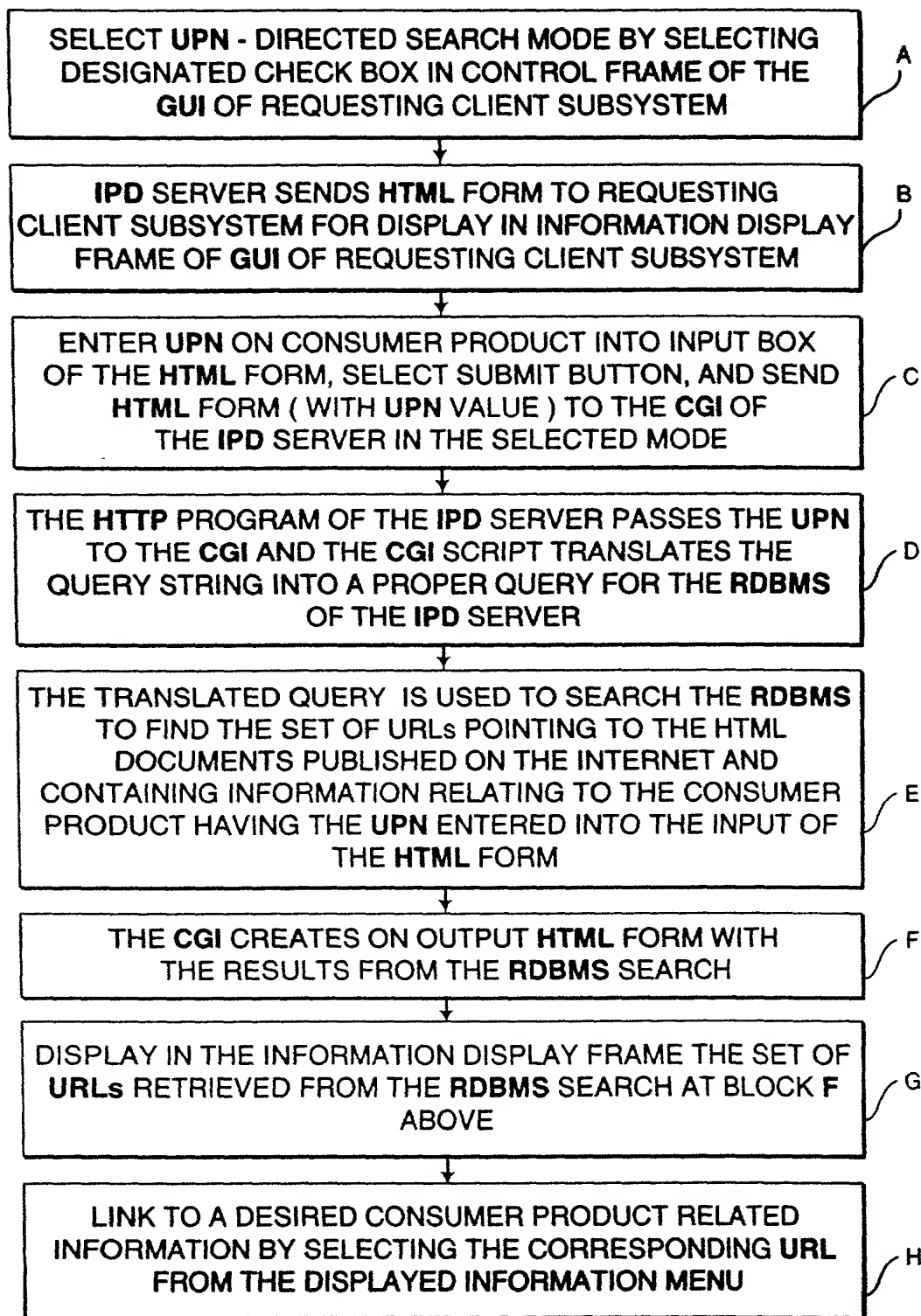


FIG. 6C

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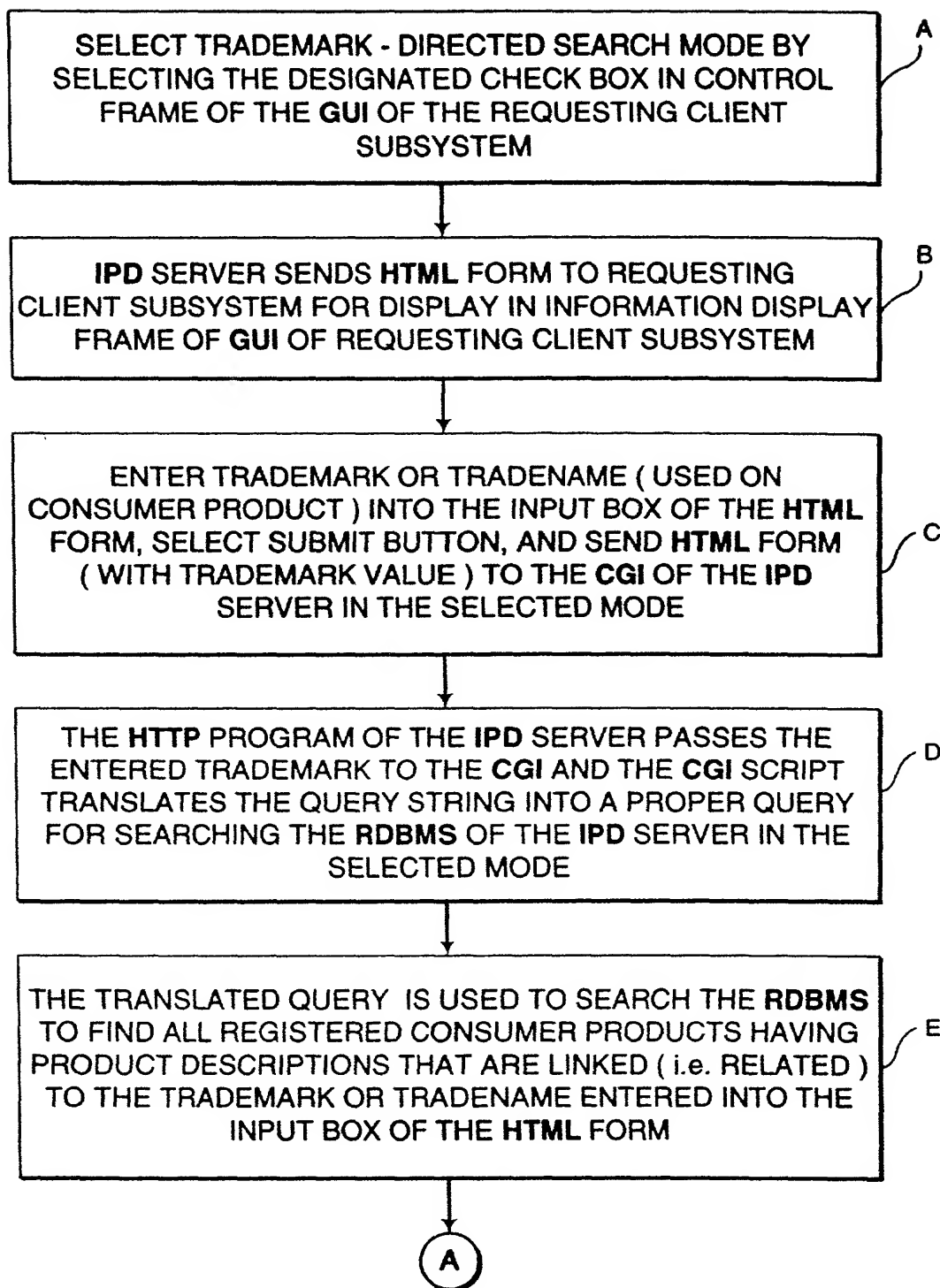


FIG. 6D1

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CGI SCRIPT CREATES ANOTHER **HTML** FORM, AND I NSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX OF THE **HTML** FORM AND PROVIDES THE INPUT BOX WITH A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS **HTML** FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX ( i.e. PRODUCT DESCRIPTION, MANUFACTURER AND **UPN** ) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE **HTTP** PROGRAM TO GET THE COMPLETED **HTML** FORM

THE **HTTP** PROGRAM OF THE **IPD** SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX ) TO THE **CGI** AND THE **CGI** SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE **RDBMS** OF THE **IPD** SERVER IN THE SELECTED MODE

THE TRANSLATED QUERY IS USED TO SEARCH THE **RDBMS** TO FIND THE SET OF **URLs** RELATED TO THE REGISTERED CONSUMER PRODUCT ASSIGNED THE **UPN** IN THE SELECTED DATA TRIPLET

THE **CGI** SCRIPT CREATES **HTML** FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE **HTML** FORM TO THE REQUESTING CLIENT SUBSYSTEM



FIG. 6D2

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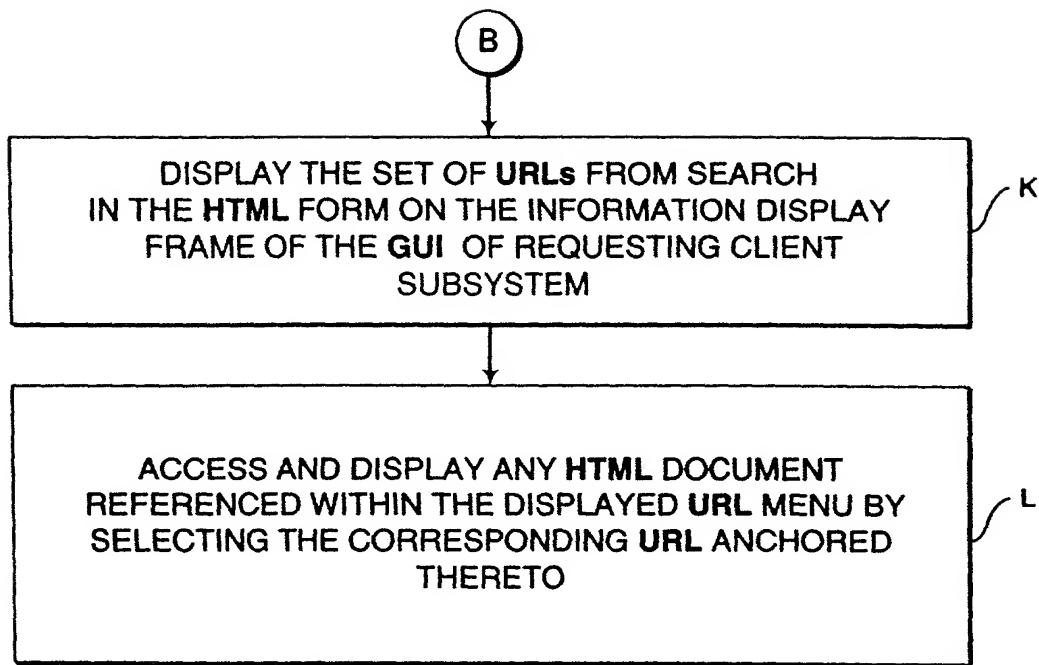


FIG. 6D3

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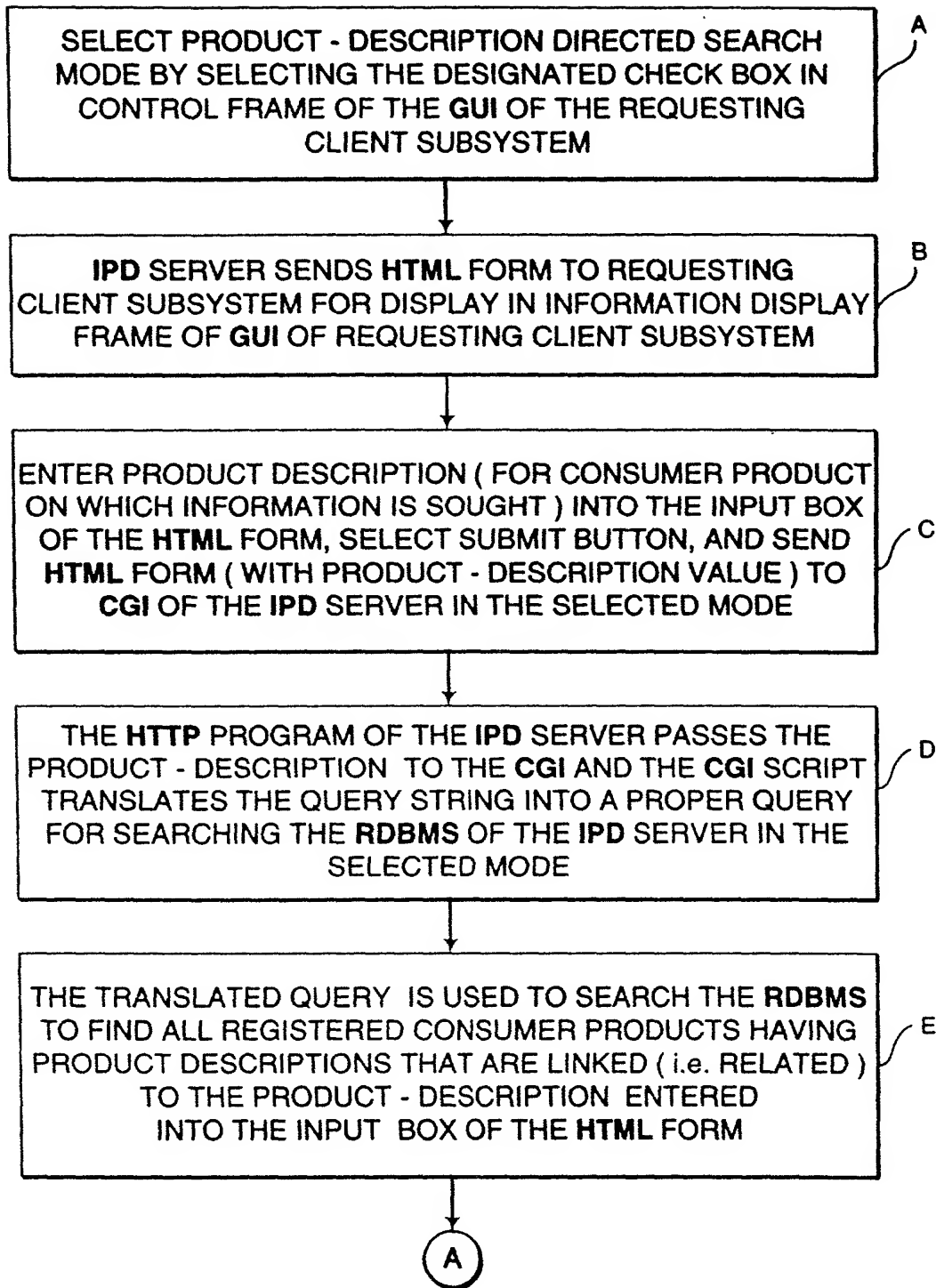


FIG. 6E1



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**CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME**

F

**USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX ( i.e. TRADEMARK , MANUFACTURER AND UPN ) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM**

G

**THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX ) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE**

H

**THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE SET OF URLS RELATED TO THE REGISTERED CONSUMER PRODUCT ASSIGNED THE UPN IN THE SELECTED DATA TRIPLET**

I

**THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM**

J



FIG. 6E2

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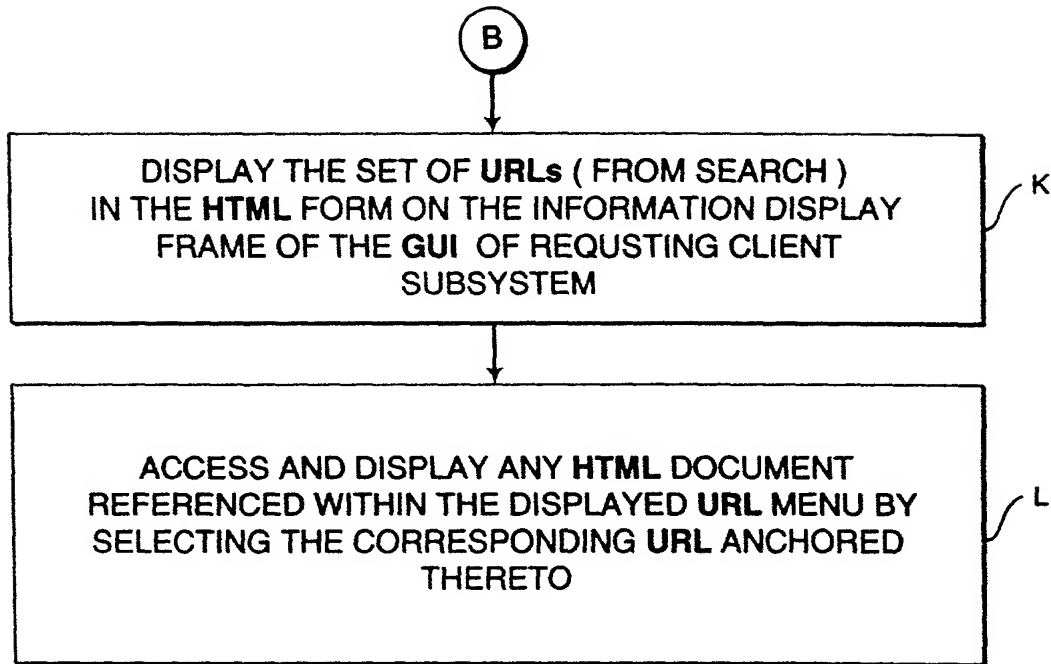
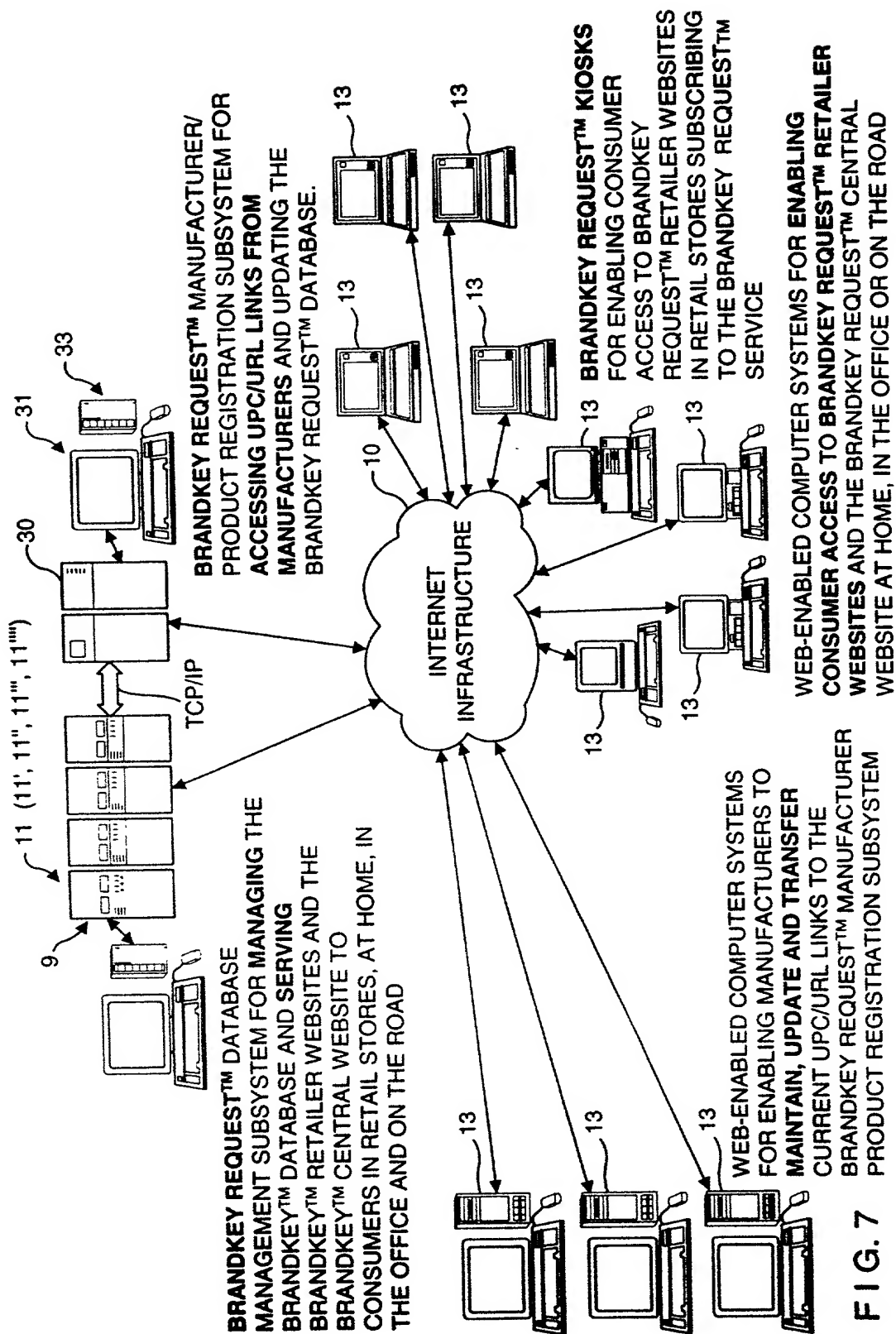


FIG. 6E3



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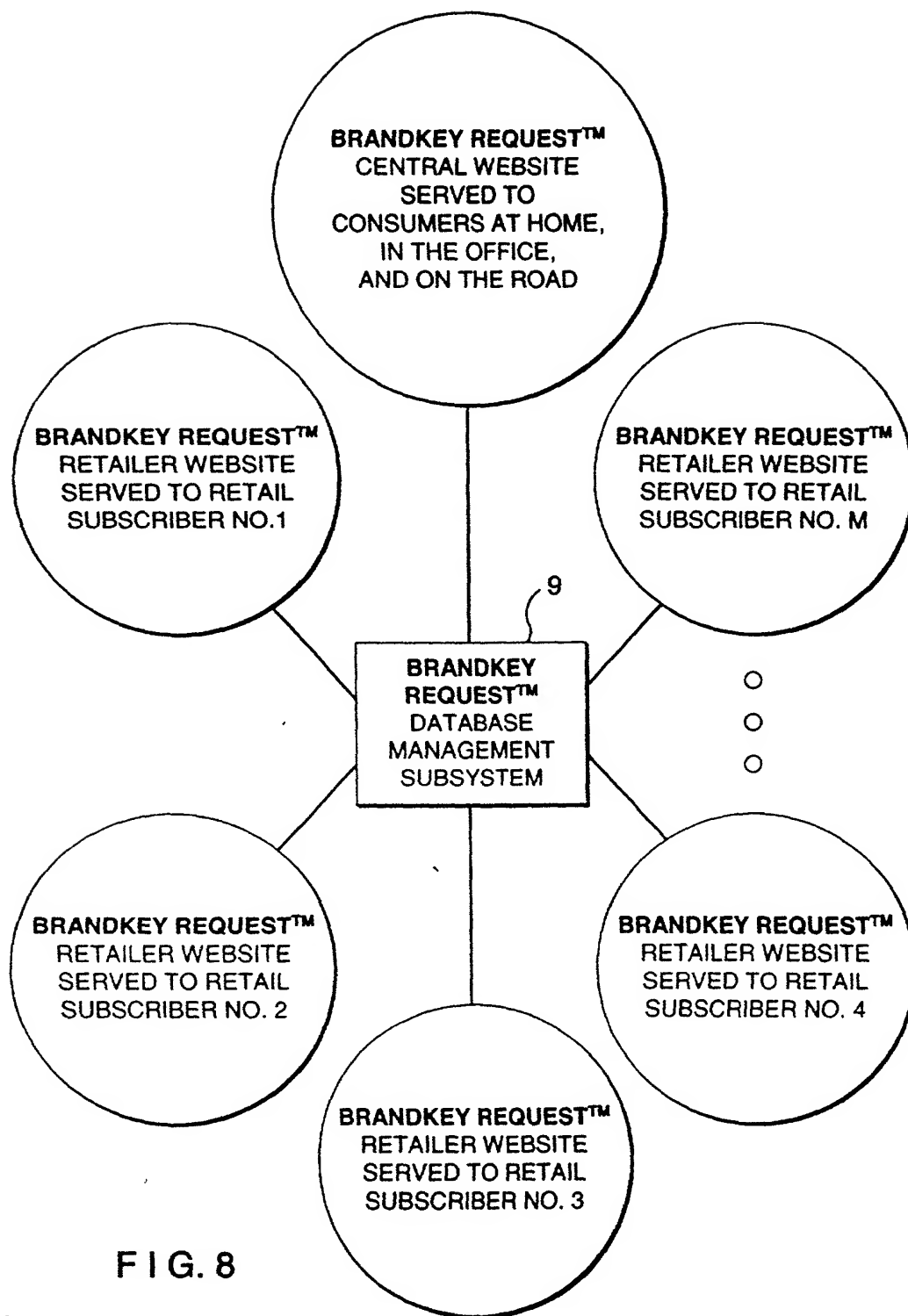


FIG. 8

SECRET 92050002

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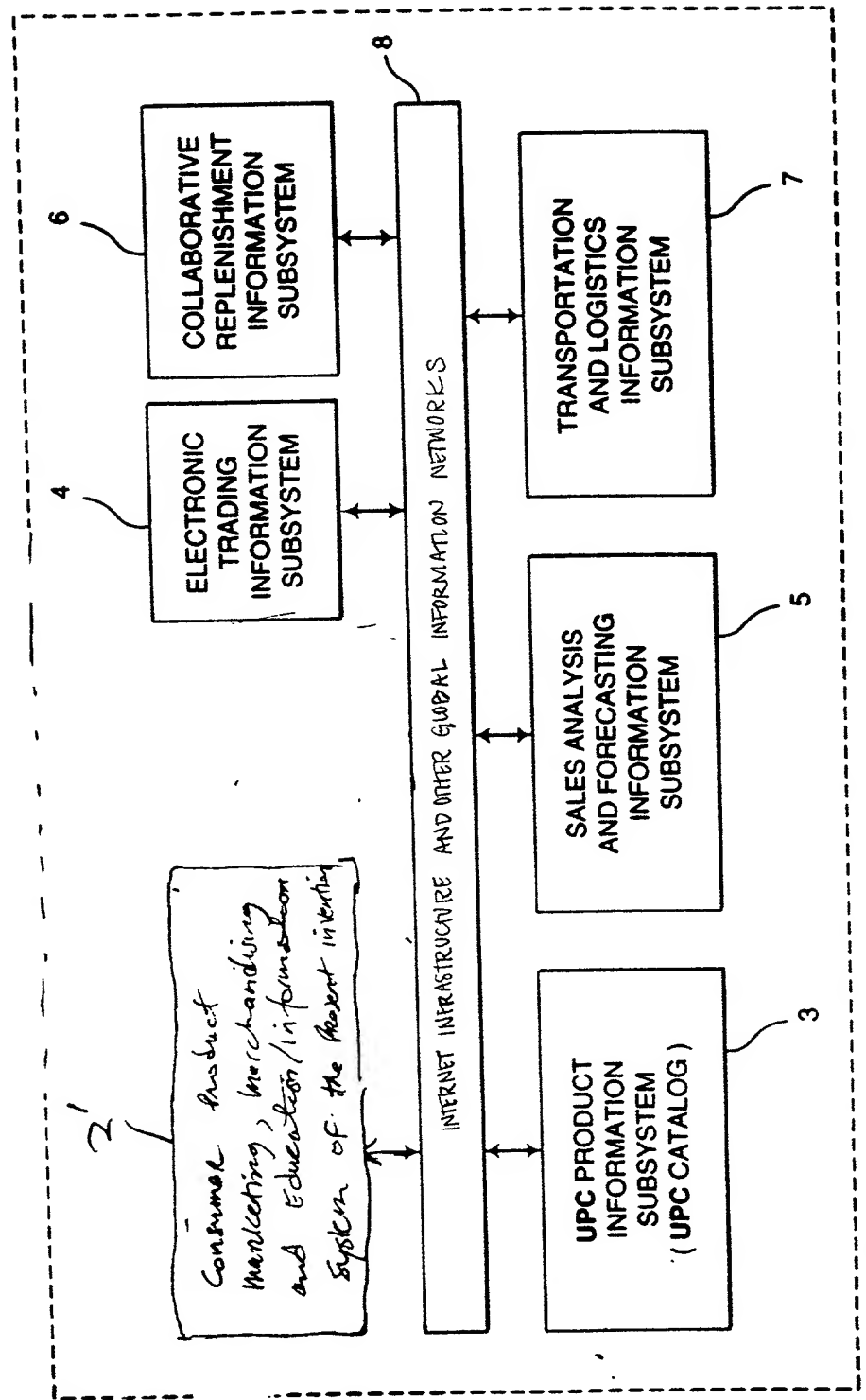


FIG. 9

SECOND ILLUSTRATIVE EMBODIMENT

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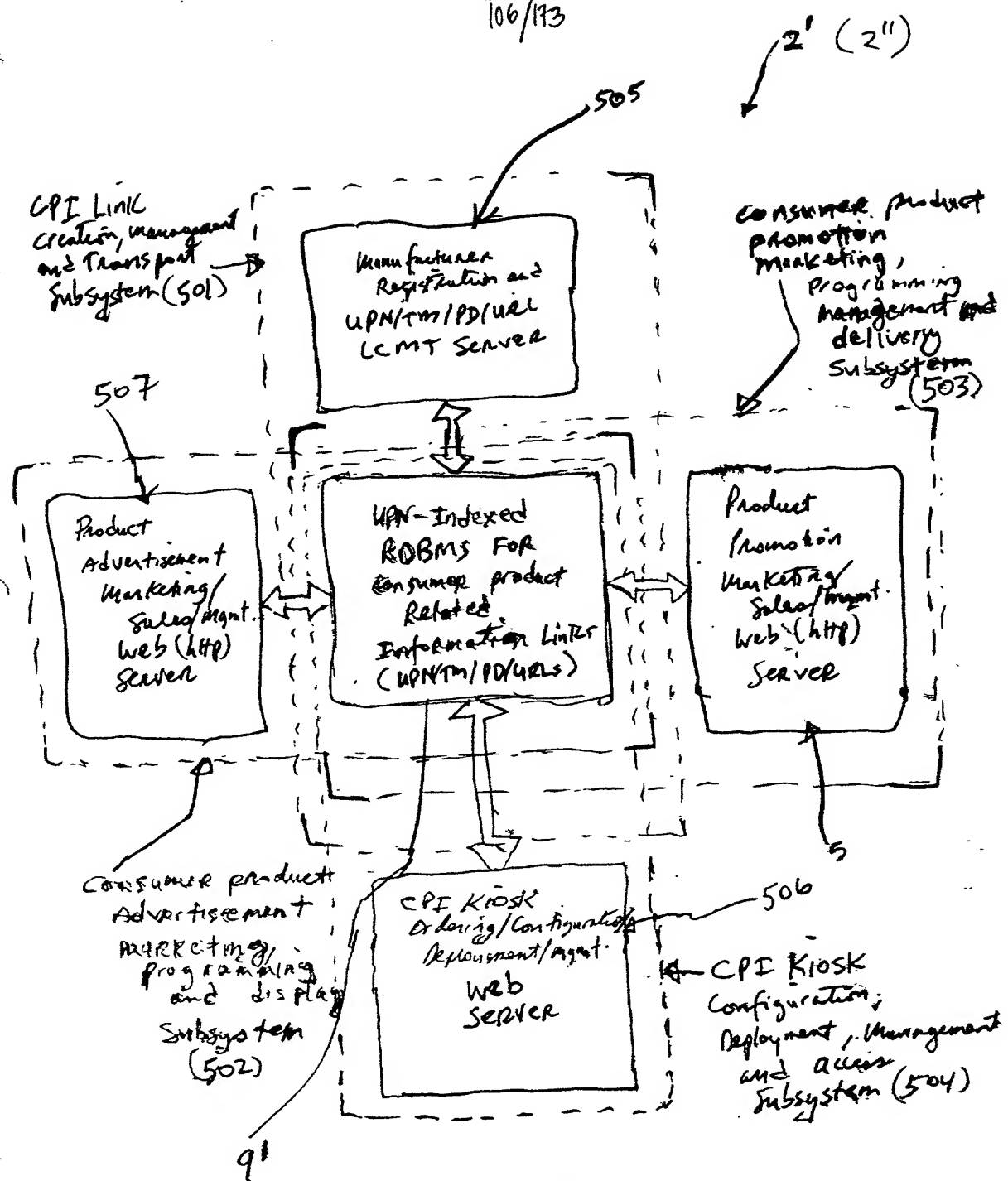
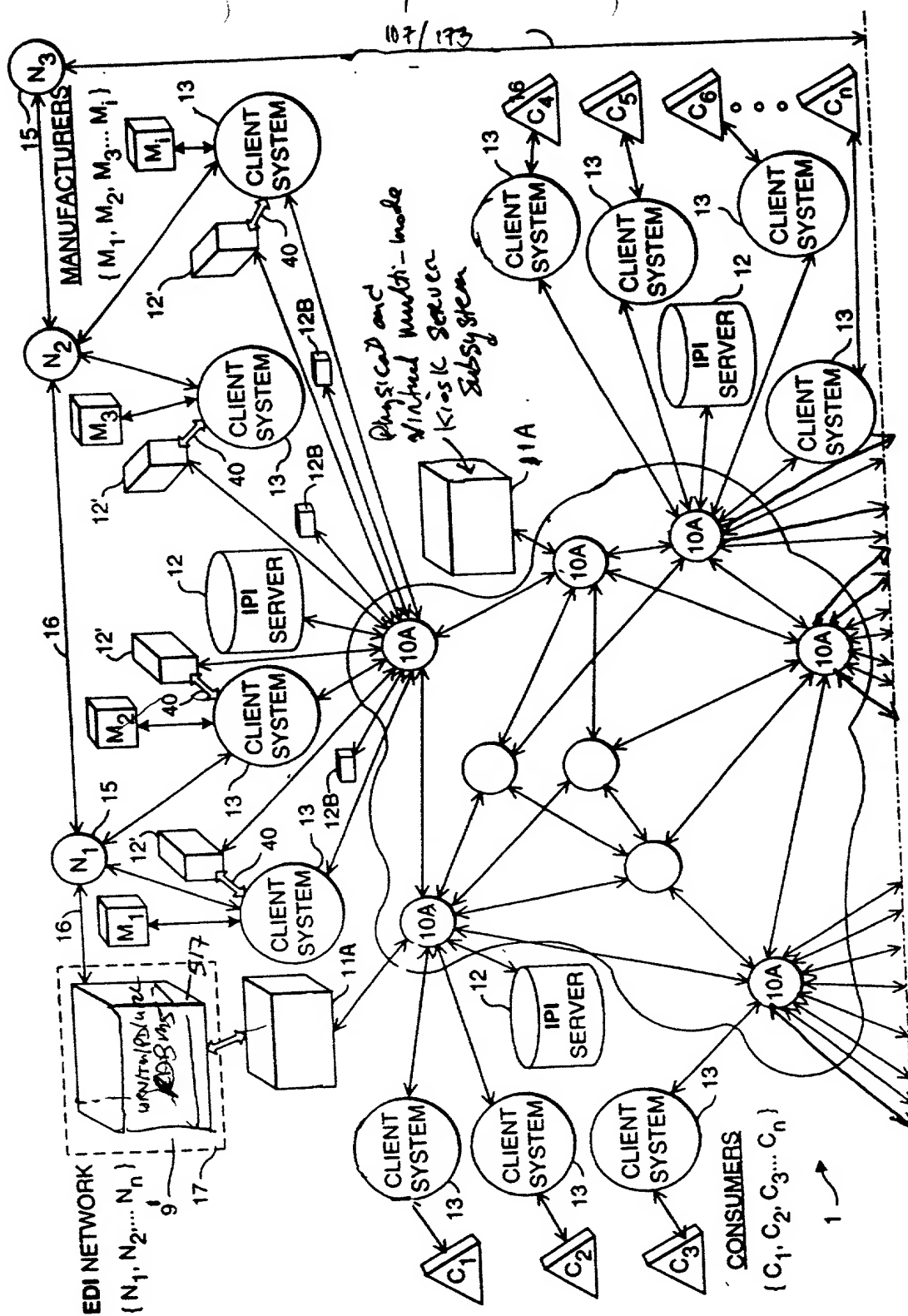


FIG 9A



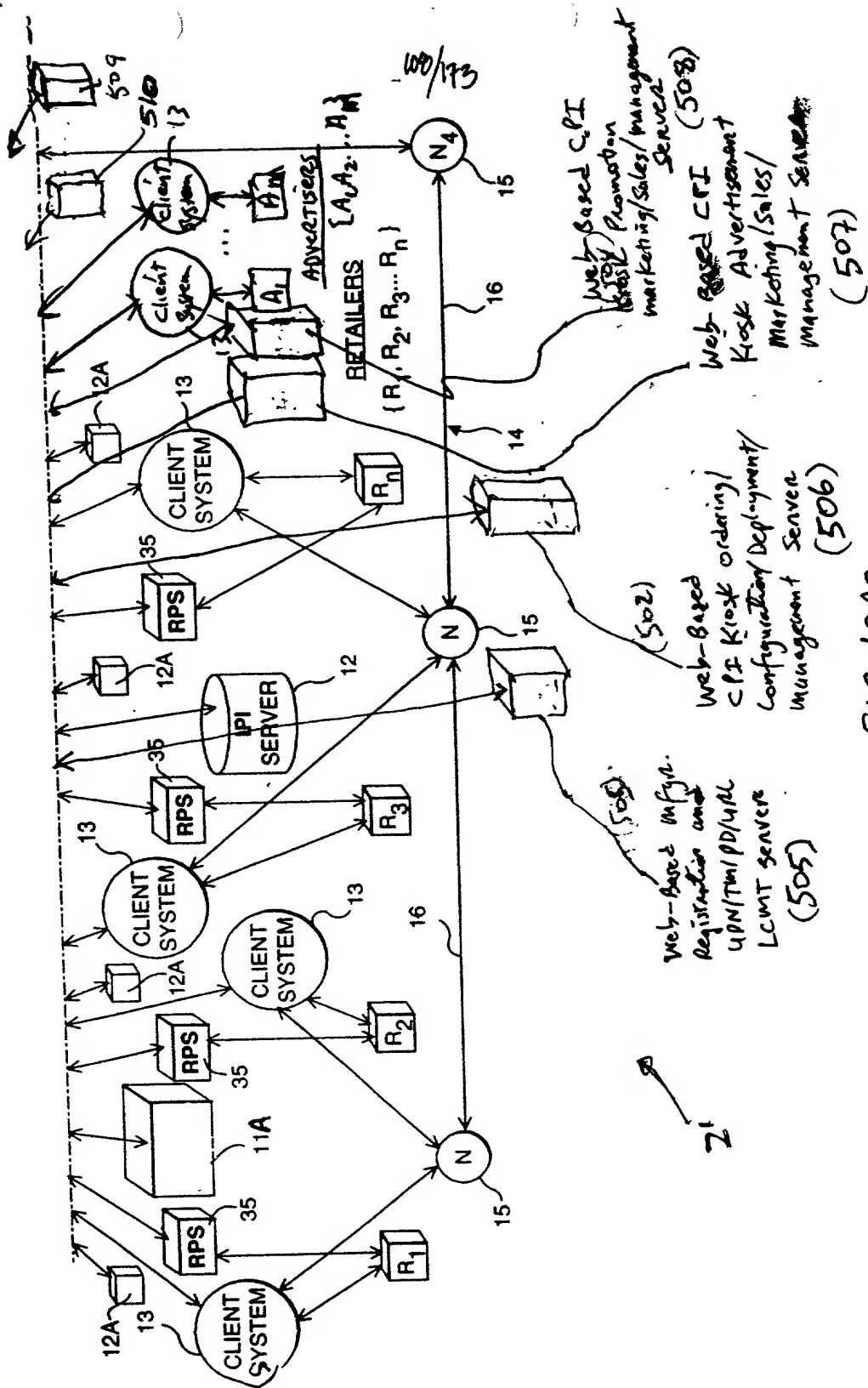


FIG. 10A2



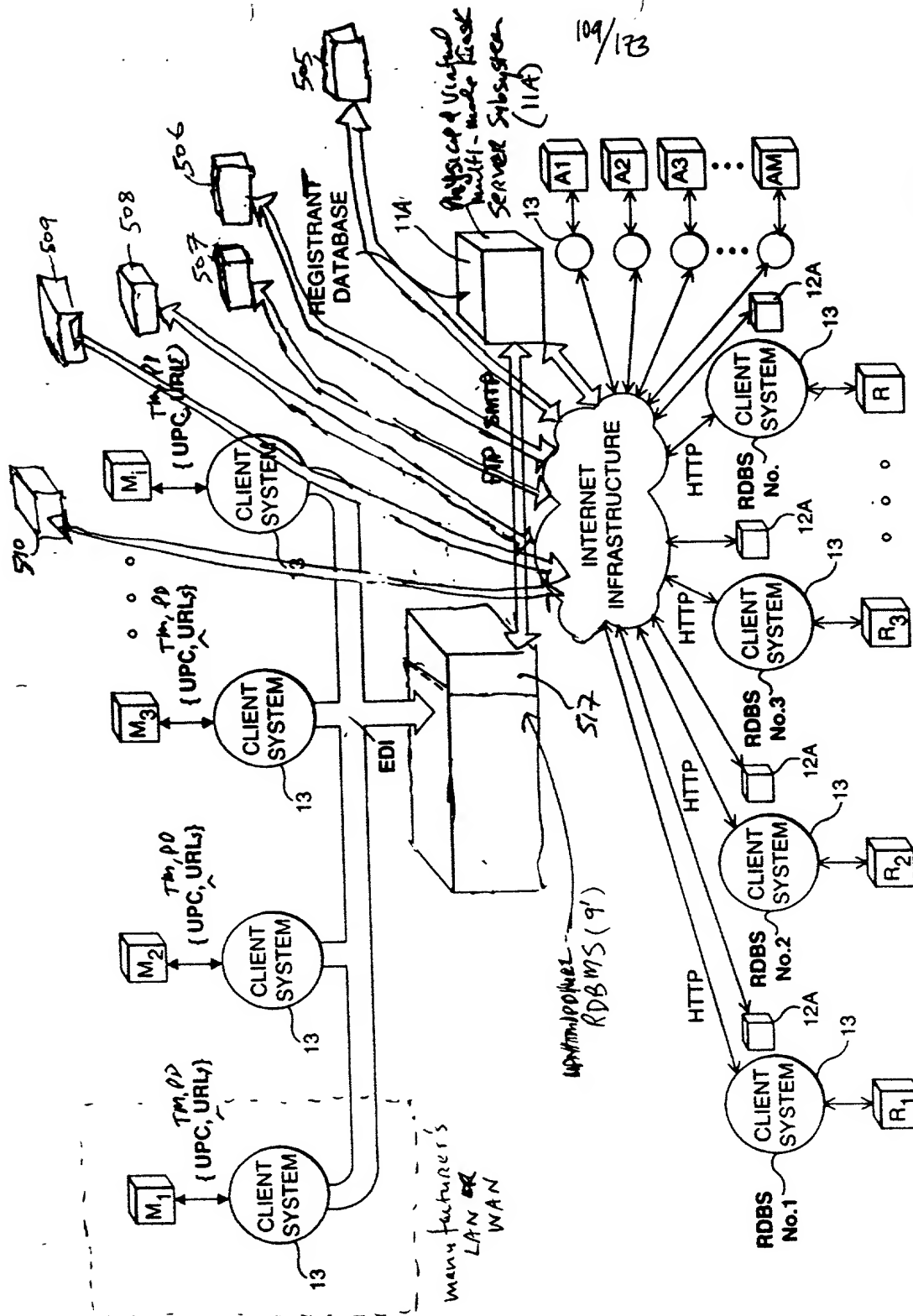


FIG 11

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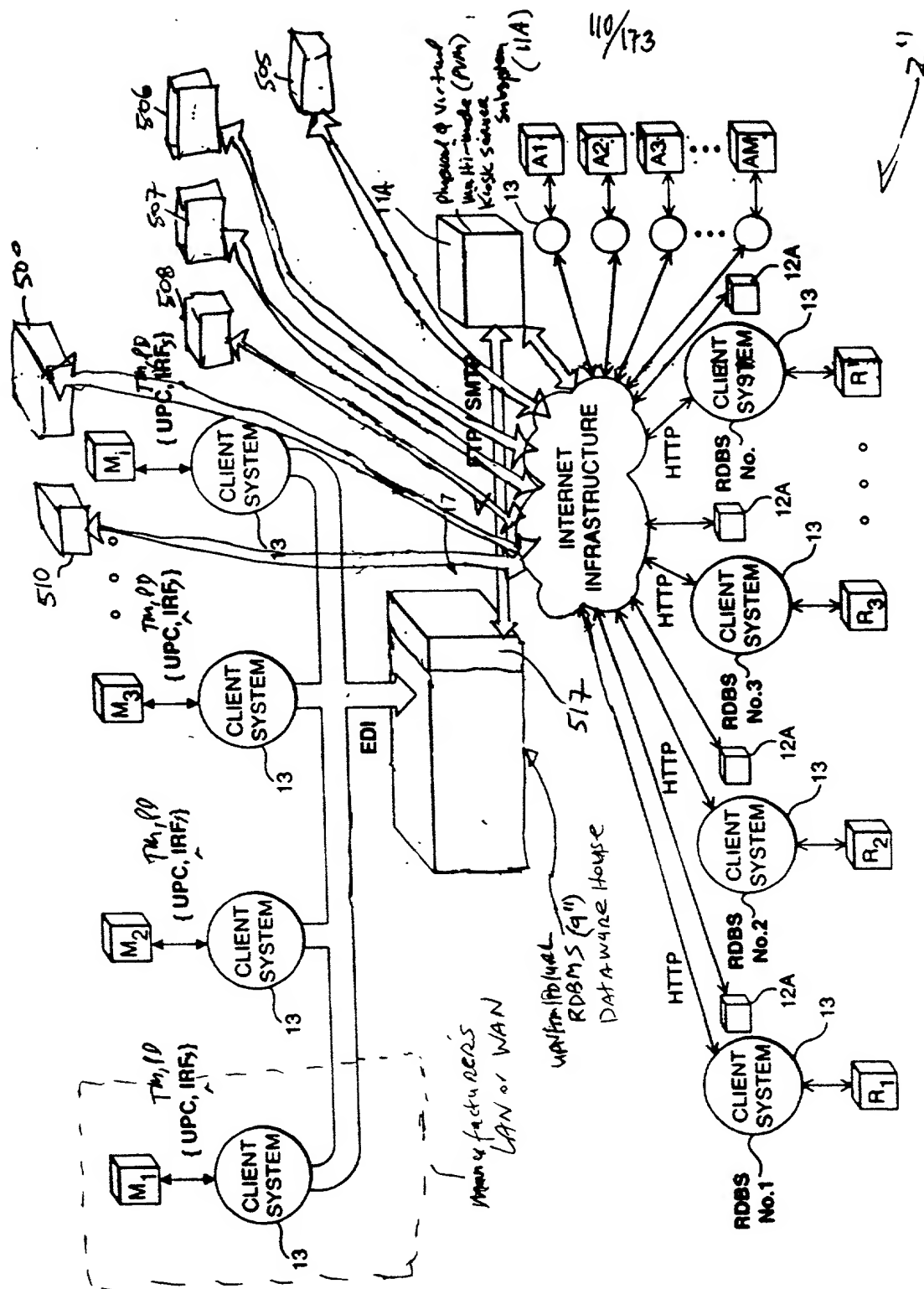
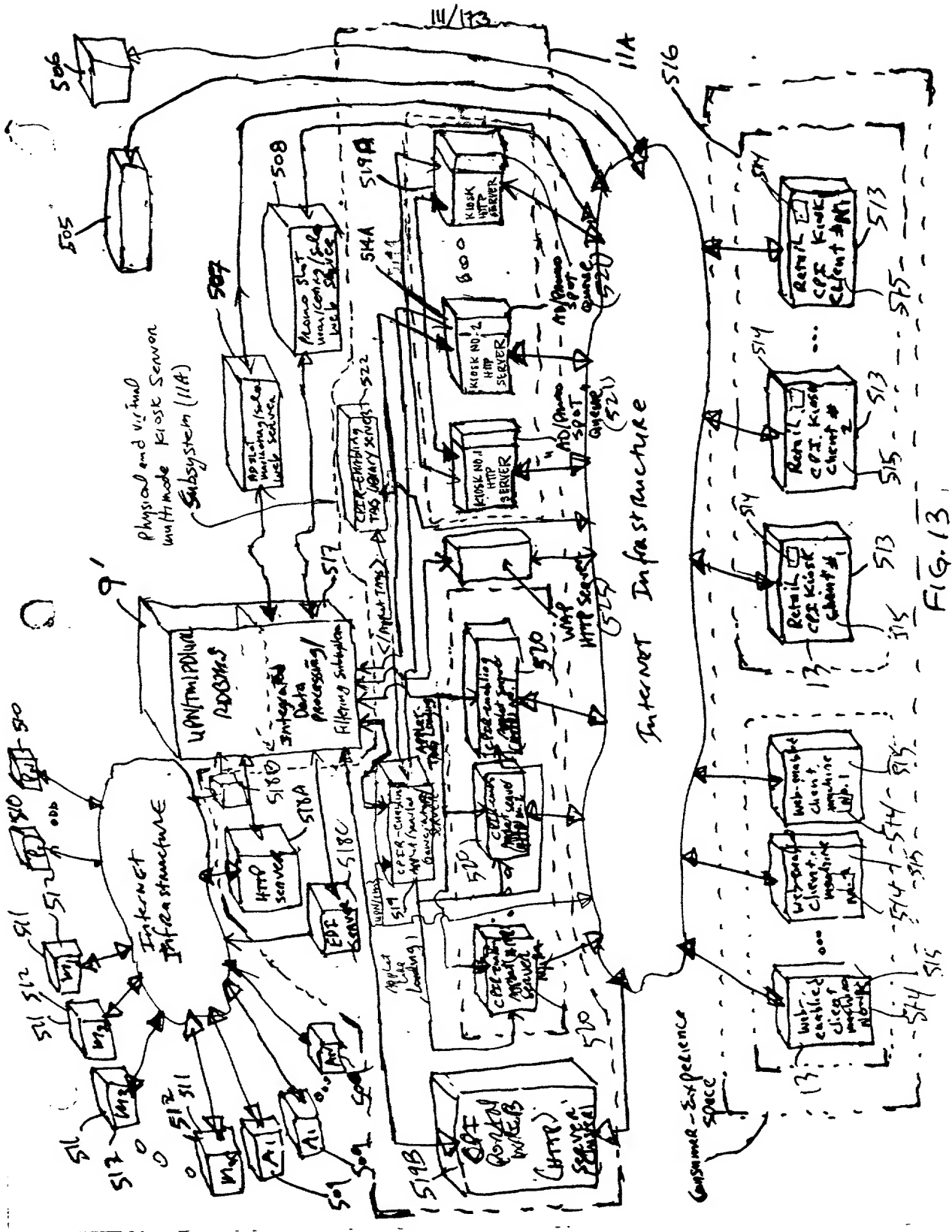
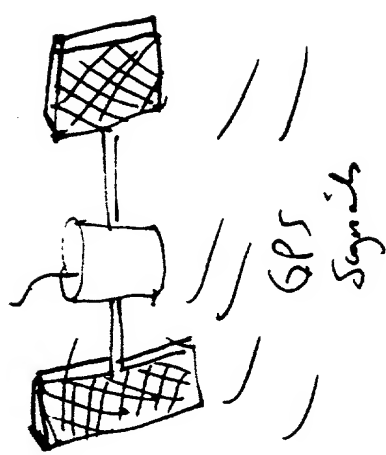


FIG. 12

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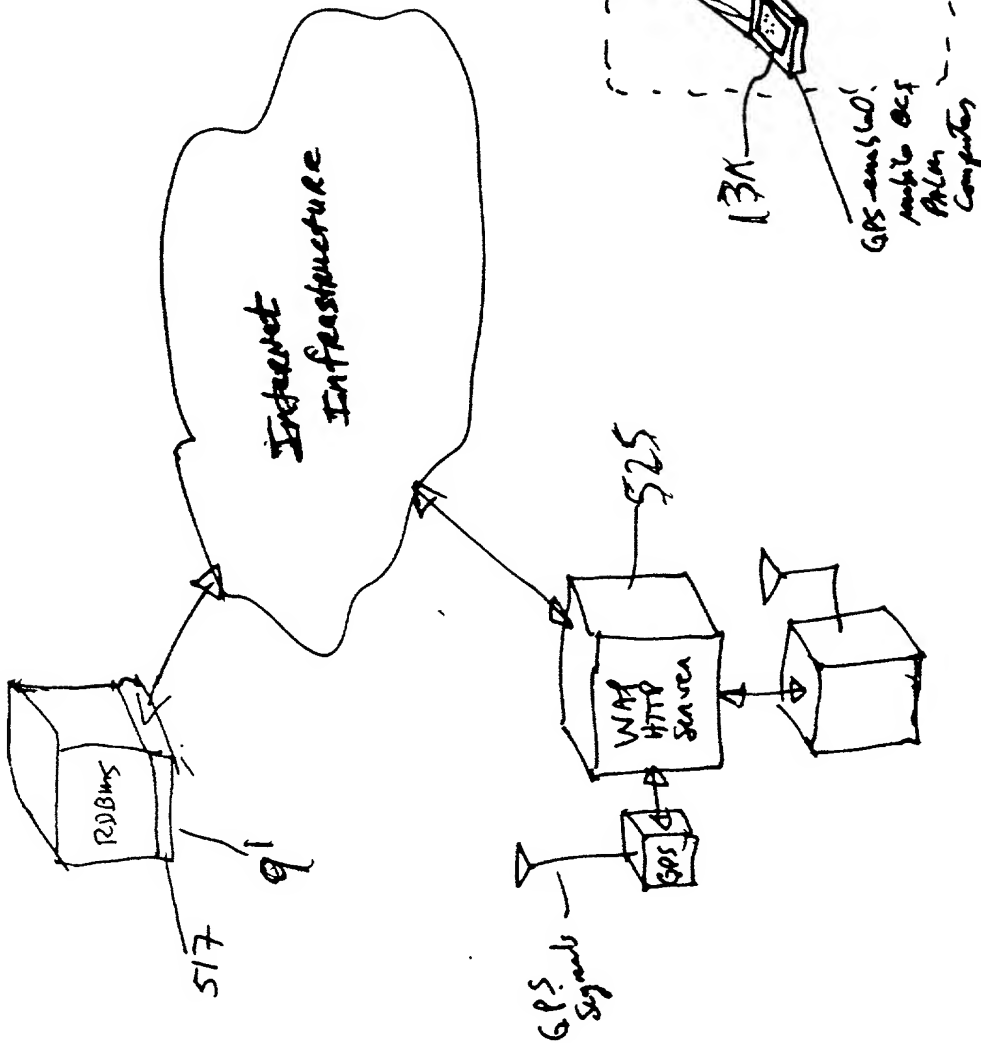


FIG. 14

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Structure: ~~XXXXXXXXXX~~

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Email Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor Employed	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Person	Alpha 20	Enterable; Modifiable
EDI Vendor Phone Number	Alpha 20	Enterable; Modifiable
EDI Vendor E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mgmt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Email	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15A

## Structure: UPN/URL Management SW License

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep.	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

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Structure: ~~Consumer Product~~

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Lease Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG 15C

10059076-0323002

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Structure:

Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Svce	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns To Mfr	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs About Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #1	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #10	Alpha 20	Enterable; Modifiable
URL for Direct Mfr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #1	Alpha 20	Enterable; Modifiable
URL for Product Retailer #2	Alpha 20	Enterable; Modifiable
URL for Product Retailer #3	Alpha 20	Enterable; Modifiable
URL for Product Retailer #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #5	Alpha 20	Enterable; Modifiable
URL for Product Retailer #6	Alpha 20	Enterable; Modifiable
URL for Product Retailer #7	Alpha 20	Enterable; Modifiable

FIG. 15D1

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## Structure: Retailer

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2N Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Contact Phone	Alpha 20	Enterable; Modifiable
EDI B2B Contact E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Phone	Alpha 20	Enterable; Modifiable
EDI Vendor Contact E-Mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

## Structure: Retailer/Mfgr. P-Store Relation

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

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## Structure: Mfgr./Retailer Relationships

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer #1 ID No.	Alpha 20	Enterable; Modifiable
Retailer #2 ID No.	Alpha 20	Enterable; Modifiable
Retailer #3 ID No.	Alpha 20	Enterable; Modifiable
Retailer #4 ID No.	Alpha 20	Enterable; Modifiable
Retailer #5 ID No.	Alpha 20	Enterable; Modifiable
Retailer #6 ID No.	Alpha 20	Enterable; Modifiable
Retailer #7 ID No.	Alpha 20	Enterable; Modifiable
Retailer #8 ID No.	Alpha 20	Enterable; Modifiable
Retailer #9 ID No.	Alpha 20	Enterable; Modifiable
Retailer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

## Structure: Consumer

Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

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Structure: Advertiser

Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #9	Alpha 20	Enterable; Modifiable
Total # Mfr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent For Retailer #1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Indexed; Enterable; Modifiable

FIG. 15 I

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Structure: Promoter

Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #1	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #2	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #3	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #4	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #5	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #6	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #7	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #8	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #9	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

1005076-013000

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Structure: Physical Kiosk

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Monday	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15K

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## Structure: Retailer Physical Store

Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

## Structure: Physical Kiosk HTTP Server

Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

## Structure: Retailer's Physical Kiosk Cat.

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

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## Structure: Physical Kiosk E-Mail

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 150

## Structure: Physical Kiosk User Activity

Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

## Structure: Ad Spot Order --Virtual Kiosk

UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

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Structure: Ad Spot Order-- Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order- Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 30	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

202510-2025001



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Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No.1	Alpha 20	Enterable; Modifiable
Ad Spot ID No.2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No.4	Alpha 20	Enterable; Modifiable
Ad Spot ID No.5	Alpha 20	Enterable; Modifiable
Ad Spot ID No.6	Alpha 20	Enterable; Modifiable
Ad Spot ID No.7	Alpha 20	Enterable; Modifiable
Ad Spot ID No.8	Alpha 20	Enterable; Modifiable
Ad Spot ID No.9	Alpha 20	Enterable; Modifiable
Ad Spot ID No.10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

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## Structure: Virtual Kiosk

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (eg. retailer, mfg., etc.)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
AD Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun	Alpha 20	Enterable; Modifiable
URL for Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

## Structure: CPIR-enabling Applet

CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

20250920 92265001

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Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 Z

2007-07-07 17:00:00

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Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order--Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

2007-05-01 10:00:00

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Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered on Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15D1

Structure: Ad Credit --Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG 15EE

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Structure: Ad Credit --Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit -- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit -- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

FIG. 15GG

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Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15 II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15 JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 KK

FIG. 15 JJ

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Structure: Mfr. Shelf/Aisle Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfr. #1	Alpha 20	Enterable; Modifiable
MIN of Mfr. #2	Alpha 20	Enterable; Modifiable
MIN of Mfr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfr. #4	Alpha 20	Enterable; Modifiable
MIN of Mfr. #5	Alpha 20	Enterable; Modifiable
MIN of Mfr. #6	Alpha 20	Enterable; Modifiable
MIN of Mfr. #7	Alpha 20	Enterable; Modifiable
MIN of Mfr. #8	Alpha 20	Enterable; Modifiable
MIN of Mfr. #9	Alpha 20	Enterable; Modifiable
MIN of Mfr. #10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 LL

Structure: Mfr. E-Store Web-Page Rights		
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfr. #1	Alpha 20	Enterable; Modifiable
MIN of Mfr. #2	Alpha 20	Enterable; Modifiable
MIN of Mfr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfr. #4	Alpha 20	Enterable; Modifiable
MIN of Mfr. #5	Alpha 20	Enterable; Modifiable
MIN of Mfr. #6	Alpha 20	Enterable; Modifiable
MIN of Mfr. #7	Alpha 20	Enterable; Modifiable
MIN of Mfr. #8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 MM

<sup>as for</sup>  
(Virtual Shelf Rights)  
as for

2007-03-09 10:00:00



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**Modes of Information Service in the CPI Link Creation, Management and Transport Subsystem (501)**

- Registration of Manufacturer/Creation of Manufacturer Account
- Login by Manufacturer
- Download and Register UPN/TM/PD/URL Link
- Creation/Management/and Transport (LCMT) Software
- Installation and Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection and Customizing UPN/TM/PD/URL LCMT GUI Design-
  - Manufacturer Customization Options;
    - Default CPI Categories for Linked URL,
    - Custom CPI Categories for Linked URL
- On-Line Training for UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certification of Manufacturer's Product Advertising Agents
- Certification of Manufacturer's Product Promotional Agents

FIG. 16

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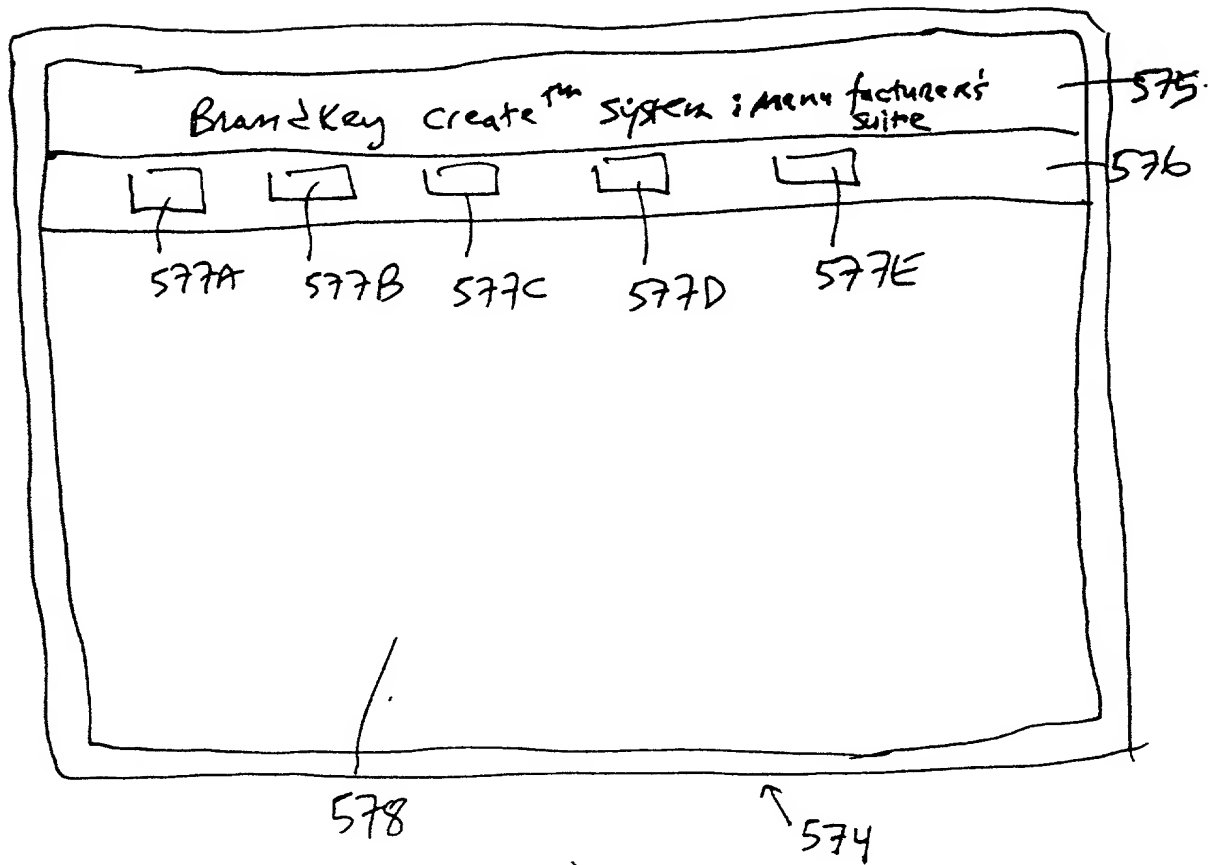
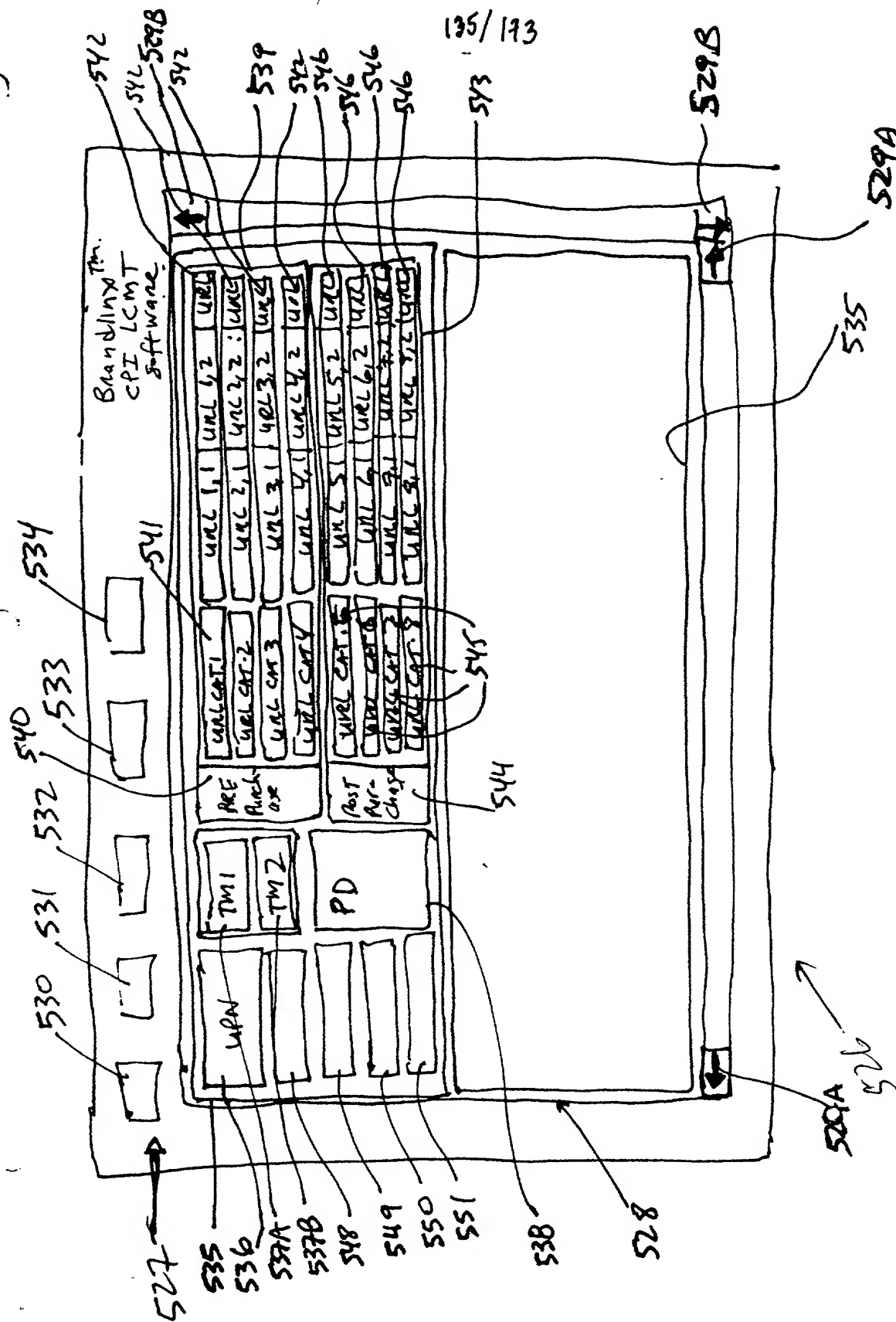
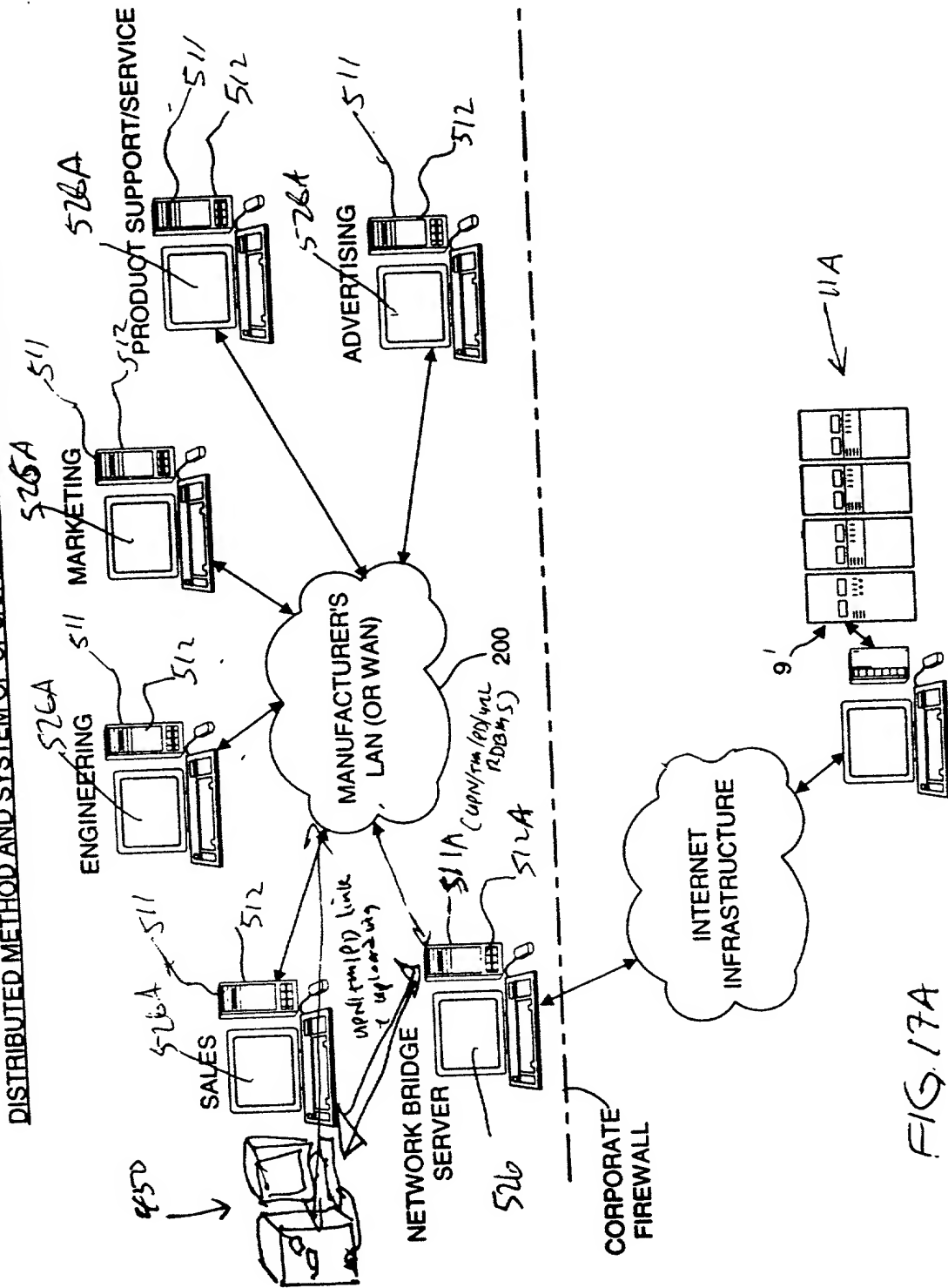


FIG. 16A

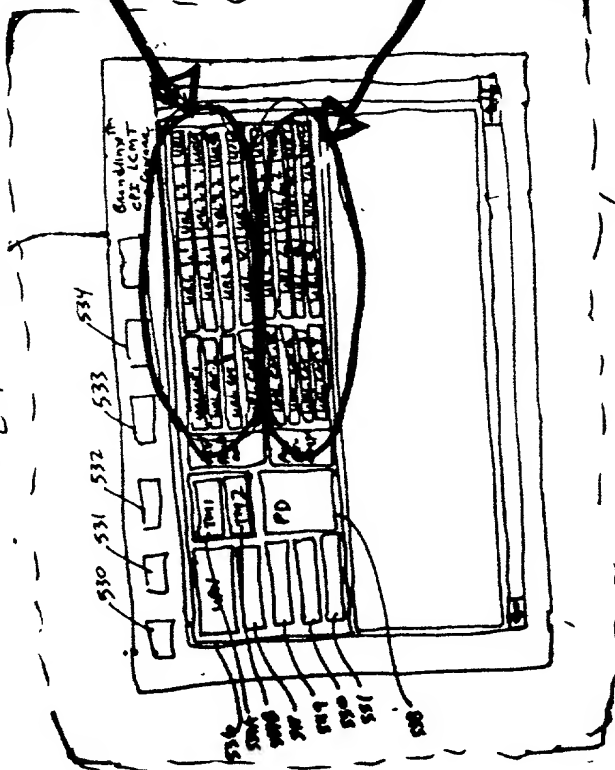


DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN



Distributed Method of  
URL Category Management  
within a Manufacturer's Enterprise 512

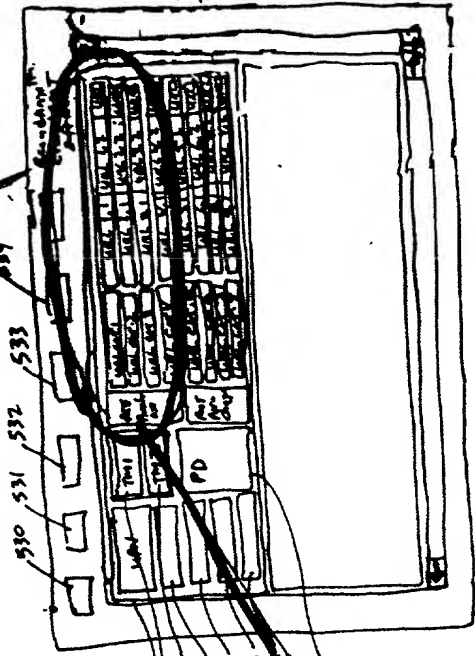
Master URL/URL  
LMT GUI



512A

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Dependent Category Set No. 1



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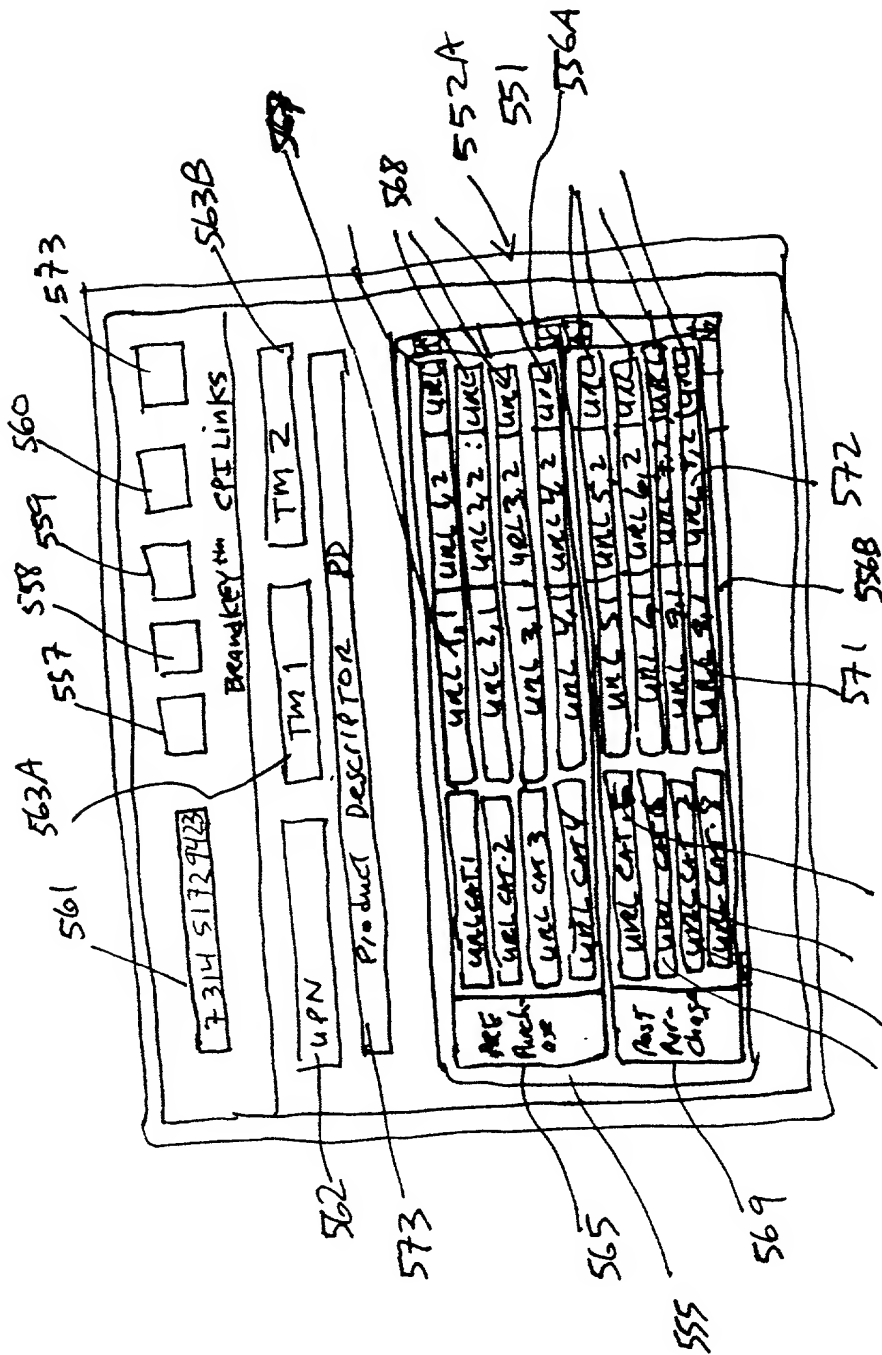
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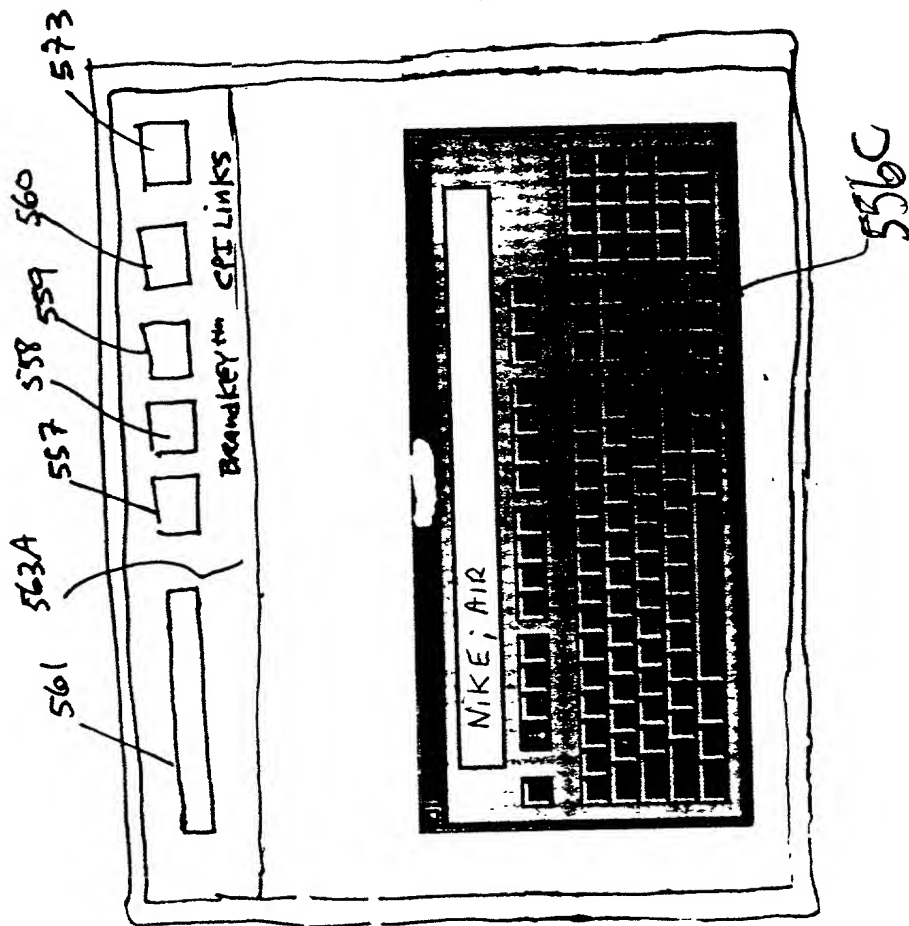
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UPN-Directed  
Search mode:  
Steps - Mode Selection, Data Entry, Regional Display

FIG. 18A

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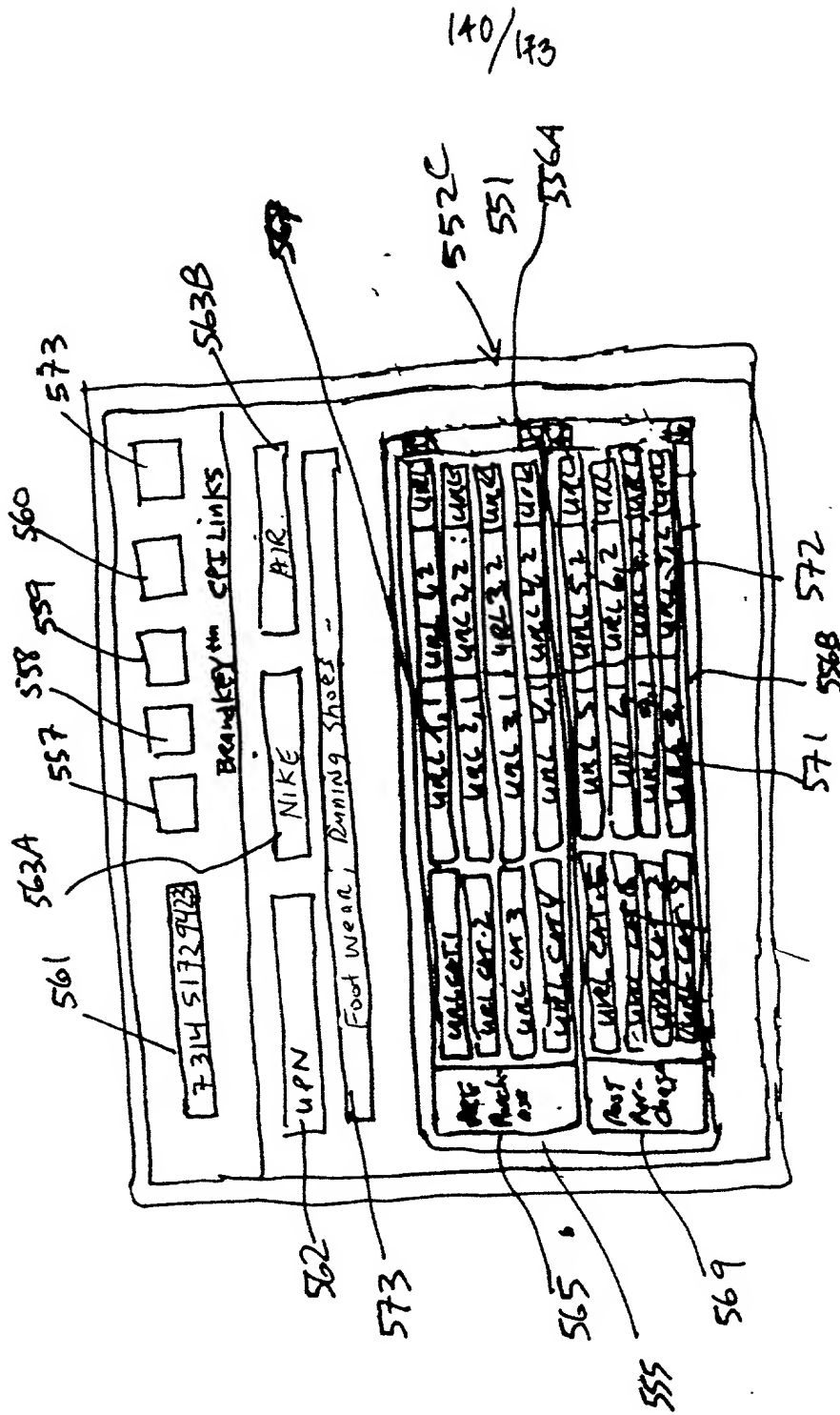


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← 552B

TM- Directed Search Mode:  
Step 1 - Mode Selection  
of Data Entry

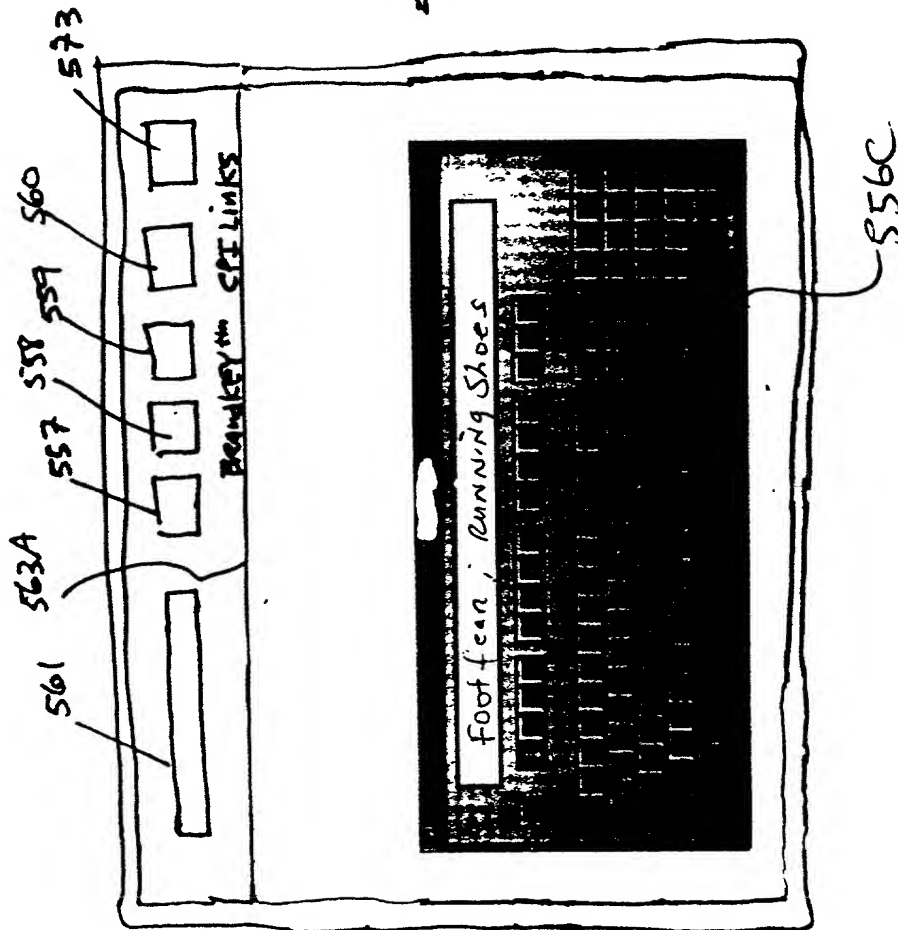
FIG. 18B1



TM-directed  
Search mode:  
Step 2 - Record selection  
& Display

FIG. 18B2





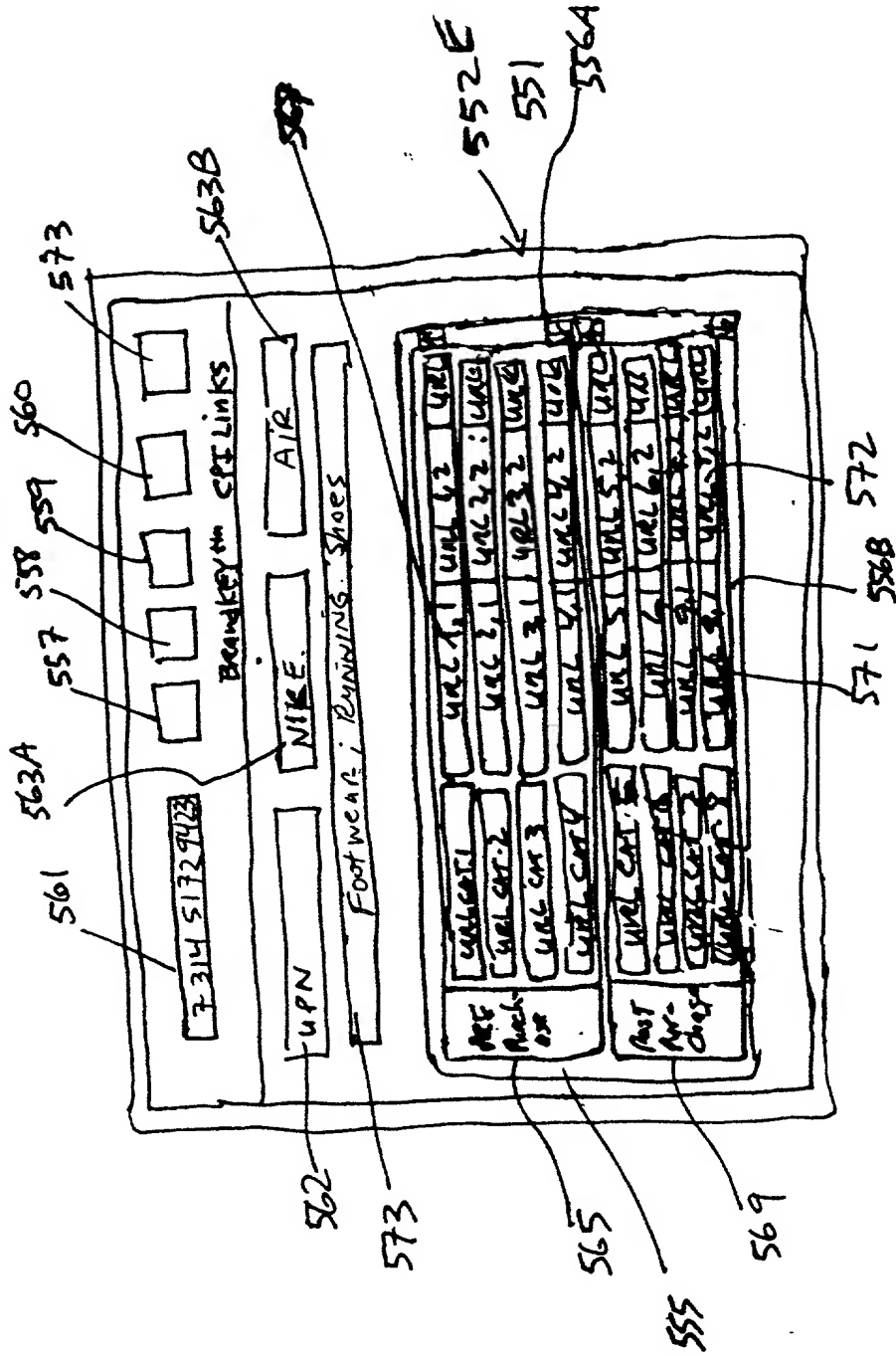
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552D

PD-Directed  
Search Made:  
Step 1 - Made selection  
of Data entry

FIG. 18C1

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PD-directed  
Search node  
Step 2: Record Selection  
& Display

FIG. 18C7

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**Modes of Information Service in the CPI Kiosk Configuration, Deployment,  
Management and Access Subsystem (504)**

**Retailers (in physical and electronic streams of commerce)**

- Registration of Retailer/Creation of Retailer Account
- Log-in by Retailer
- Update and Display Kiosk Deployment Directory –
- Select/order Physical and Virtual Kiosk for Deployment:
  - Specify Location of Kiosk Installation and Deployment
  - Selection of Information Services delivered by Deployed EPI Kiosk
  - Selection and customization of CPI Design- Kiosk GUI Design
- Registration of Manufacturer's Physical Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Retailer's Advertising Agents
- Certification of Retailer's Product Promotional Agents
- Monitoring Performance of Registered Retailer Advertising Agents
- Monitoring Performance of registered Retailer Promotional Agents

**Consumers**

- Registration of Consumer (for Retailer-Issued Courtesy Cards)
- Display of Kiosk Deployment Directories
  - Virtual CPI Kiosks Deployed in Retailer E-stores
  - Physical CPI Kiosks Deployed in Retailer P-Stores
  - Virtual CPI Kiosks Deployed on WWW
- Monitor consumer CPI E-Mail Transmissions from Subsystem

Fig. 19A

10050076-010000

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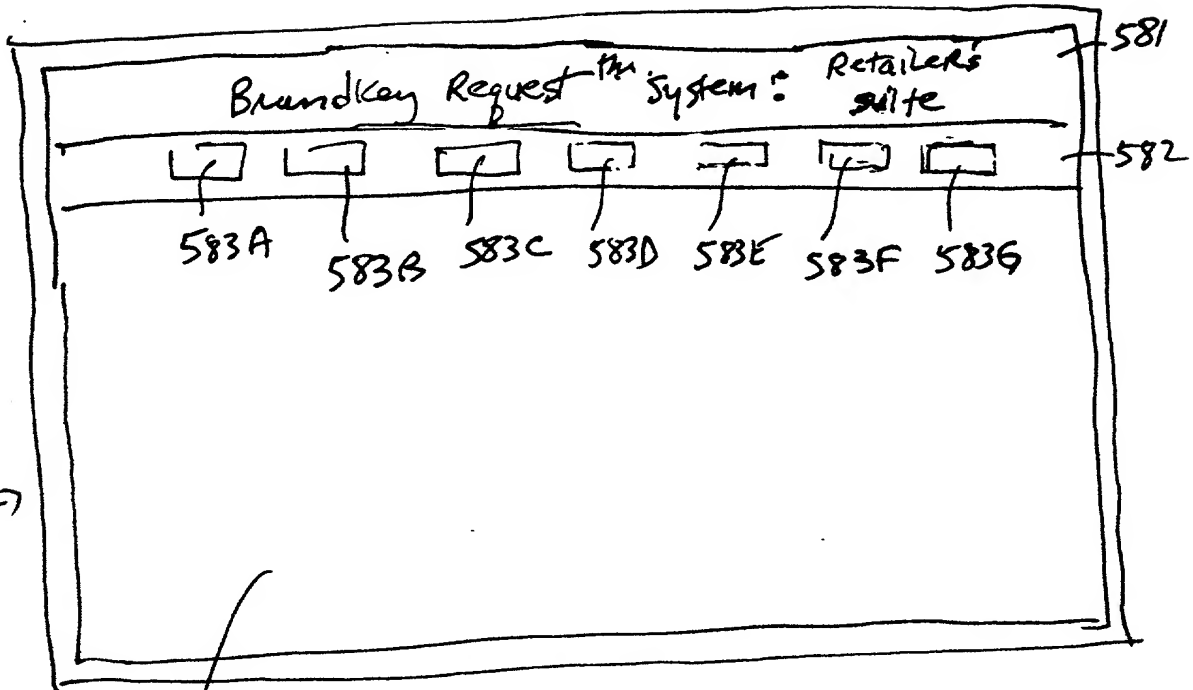
**Manufacturer's (in electronic streams of commerce)**

- Registration of Manufacture/Creation of Retailer Account
- Log-in by Manufacturer
  - Update and Display Manufacturer's Virtual Kiosk Deployment Directory –
- Select/order Virtual Kiosk for Deployment
  - Specify domain of Virtual kiosk Installation and Deployment
  - Selection of Information Services Delivered by Deployed Virtual CPI Kiosk
  - Selection and Customization of – Virtual CPI Kiosk GUI Design
- Registration of Manufacturer's Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Manufacturer's Advertising Agents
- Certification of Manufacturer's Product Promotional Agents
- Monitoring Performance of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance of Certified/Registered Manufacturer's Promotional Agents

FIG 19B

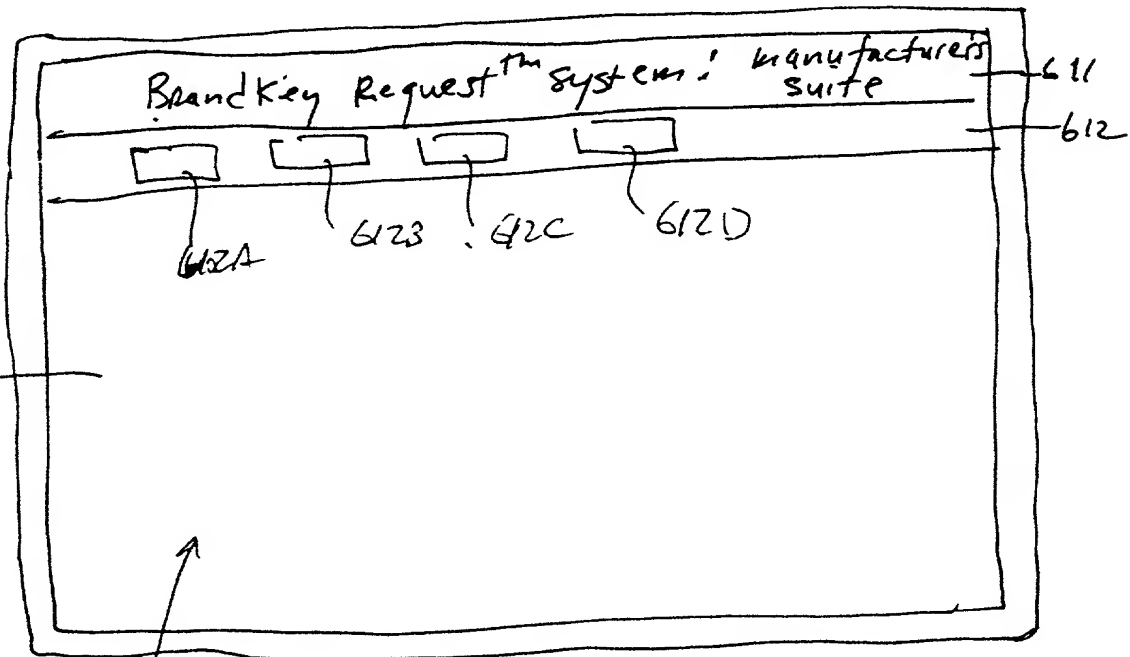
10055076-013803

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584

FIG. 20A



613

FIG. 20B

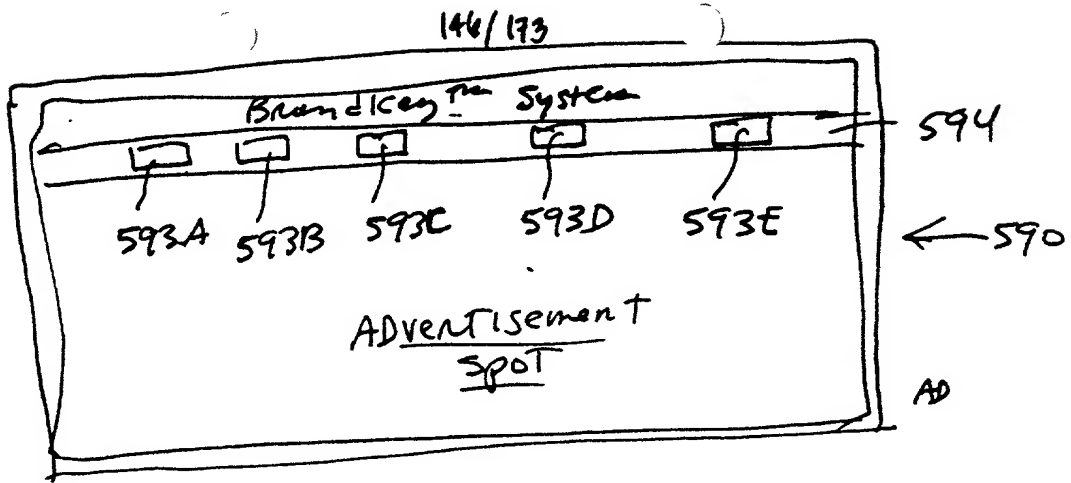


FIG. 21A

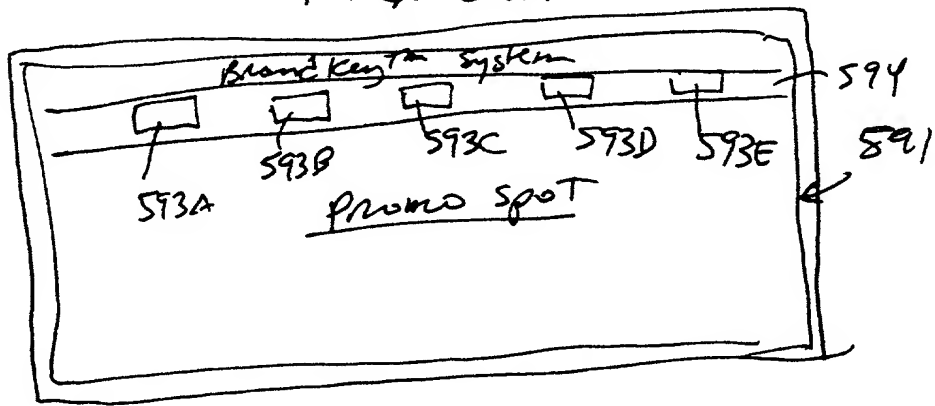


FIG. 21B

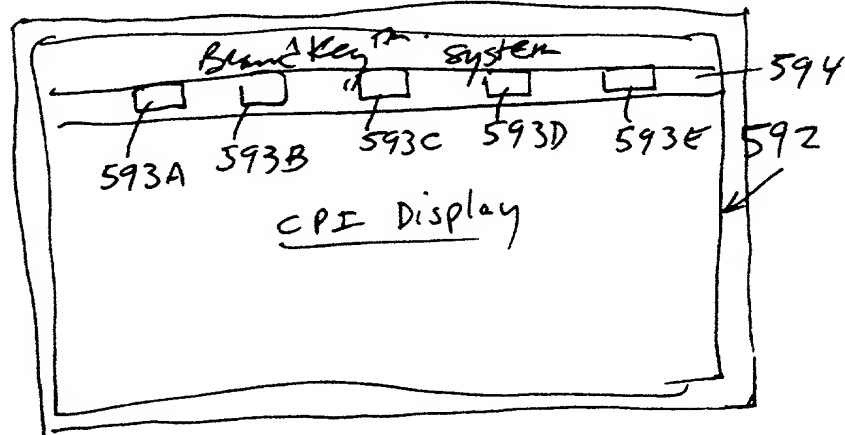


FIG. 21C

[illegible]

FIG. 22

"1" InfyA Aisle/Shelf Right/PAW. Registration

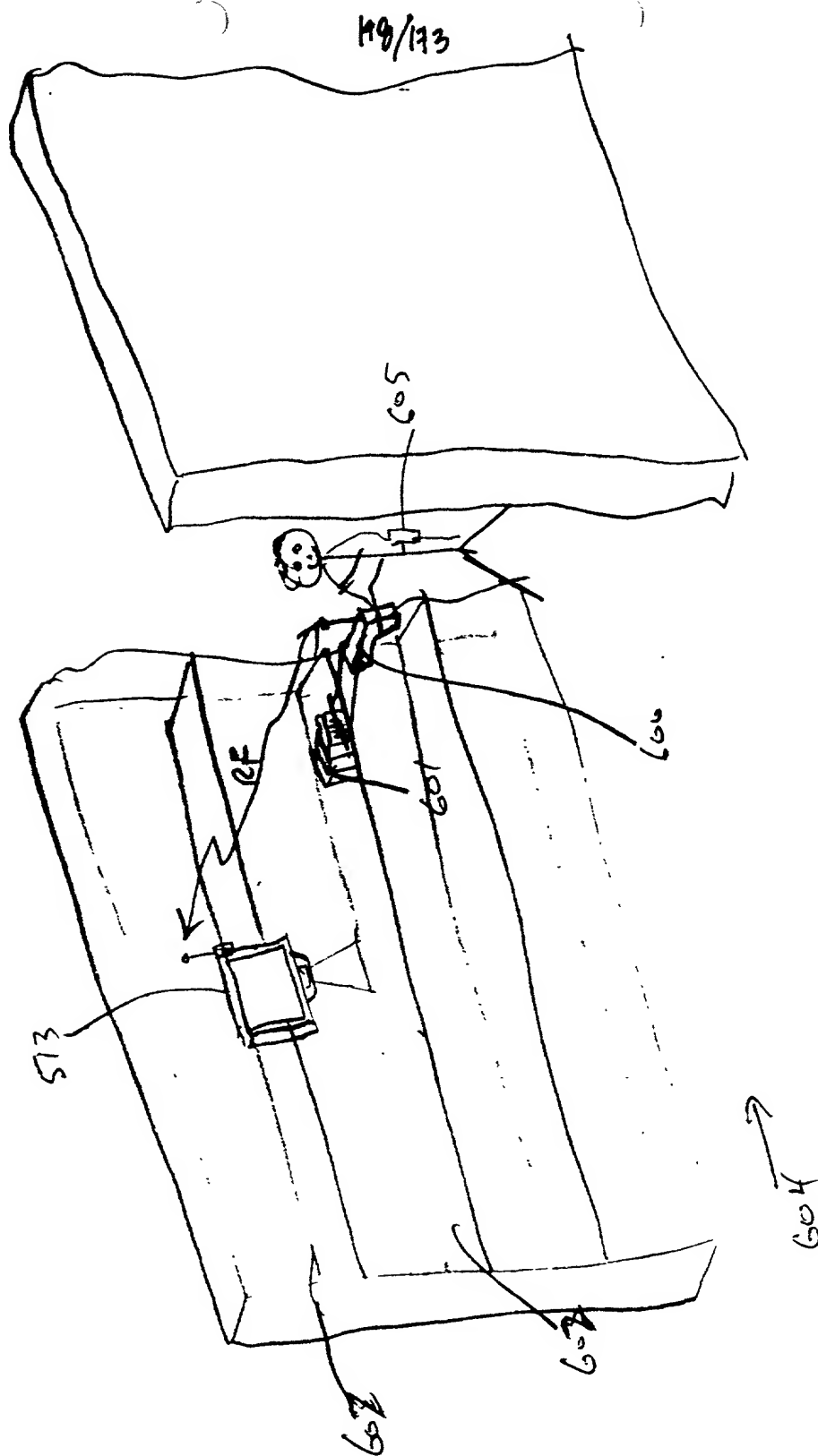


FIG. 23



1A9/133

Induce CPI Kiosk into its "Manufacturers Aisle/Shelf Rights/Privileges" Registration Mode

A

Read the UPC symbol on each product in the aisle/shelf in which the kiosk is installed so as to register the product and/or manufacturer thereof as having aisle/shelf rights/privs. with respect to displaying ads and/or promotions on the kiosk

B

FIG. 24A

Induce CPI Kiosk into its "Manufacturers Aisle/Shelf Rights/Privs." Registration Mode

A

Enter into the kiosk (or system) the trademark carried by each consumer product in the aisle/shelf in which the kiosk is installed so as to register the product and/or mfg. thereof as having aisle/shelf rights/privs. with respect to displaying ads and/or promotions on the kiosk

B

FIG. 24B

10054076-012800

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY CONSUMERS FROM PHYSICAL RETAILER-BASED CPI KIOSKS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

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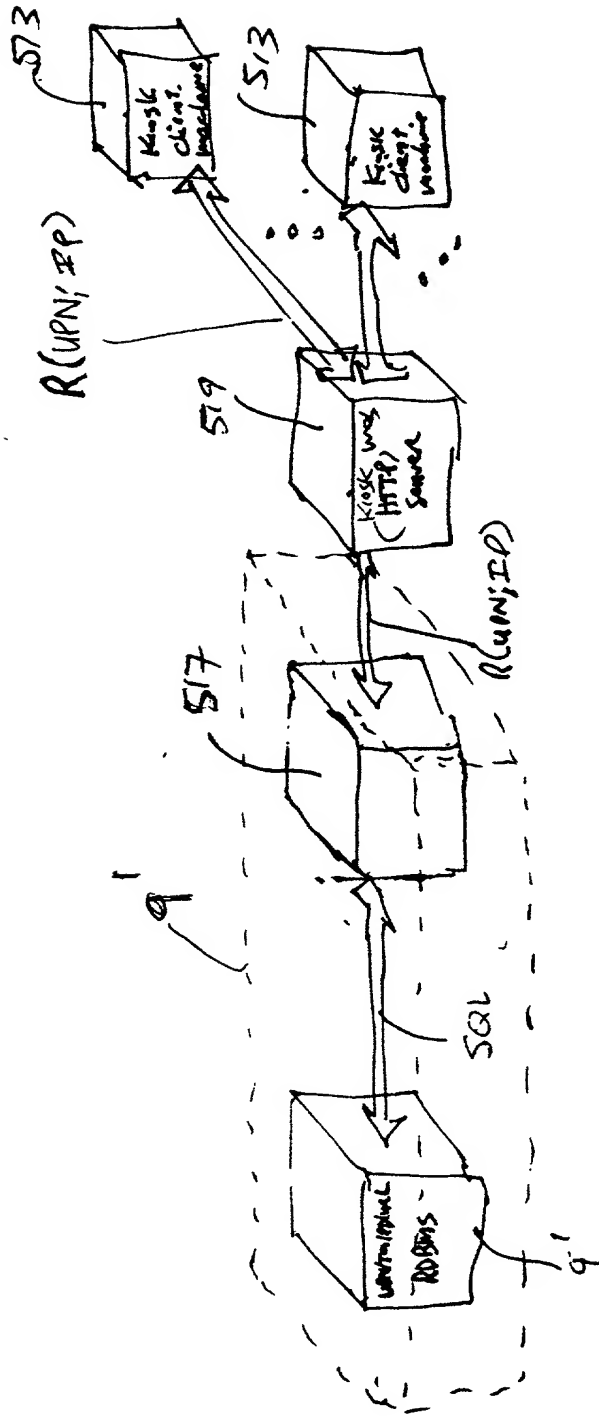


FIG. 25

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### DATA Filtering on CPI Requests

MADE FROM Physical Kiosks Deployed in A Retailers Store

Kiosk-type client subsystem in physical retail store sends a CPI request (RUPN; IP) to the UPN/TM/PD/URL RDBMS via the Kiosk's web server, as shown in Fig. 25

Data Processing/Filtering Subsystem (i.e. module) parses the UPN in the CPI request to obtain the Manufacturer Identification Number (MIN) associated with the UPN of the product on which CPI is being sought

Determine the physical Kiosk ID # of the Kiosk sending the CPI Request, using the IP Address in the Request and the information table of Fig. 15K

Determine the Retailer using the physical Kiosk ID # and the information table in Figs. 15K, 15L and 15E

Determine that manufacturer identified by the MIN found at Block B is an authorized manufacturer listed on the Retailer's Retailer/Mfgn. R-store Relationship List, illustrated in Fig. 15F.

FIG. 26A (A)

(A) - 152/193

F

If Manufacturer identified by the obtained MIN  
is on the Retailer/mfgn. P-Store Relationship  
List, then transmit CPI Search Results  
to the Kiosk-based client machine making the  
CPI Request

G

If Manufacturer identified by the obtained MIN  
is not on the Retailer/mfgn. P-Store  
Relationship List, then do not transmit  
CPI Search Results to the Kiosk-based  
client machine making the CPI Request

FIG. 26B

10054076-0128032

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY CONSUMERS FROM VIRTUAL-TYPE RETAILER-BASED CPI KIOSKS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

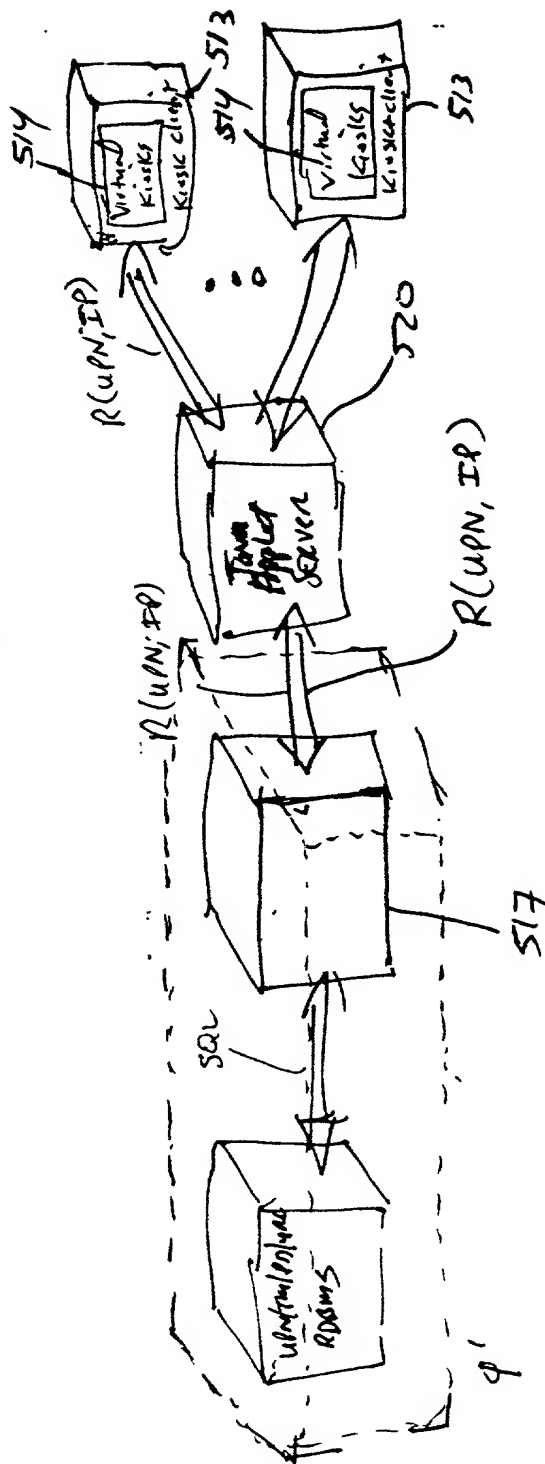


FIG. 27

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## Data Filtering on CPI

Requests Made From Virtual (Applet-enabled) Kiosks  
Deployed at an E-tailer's WWW site or E-store

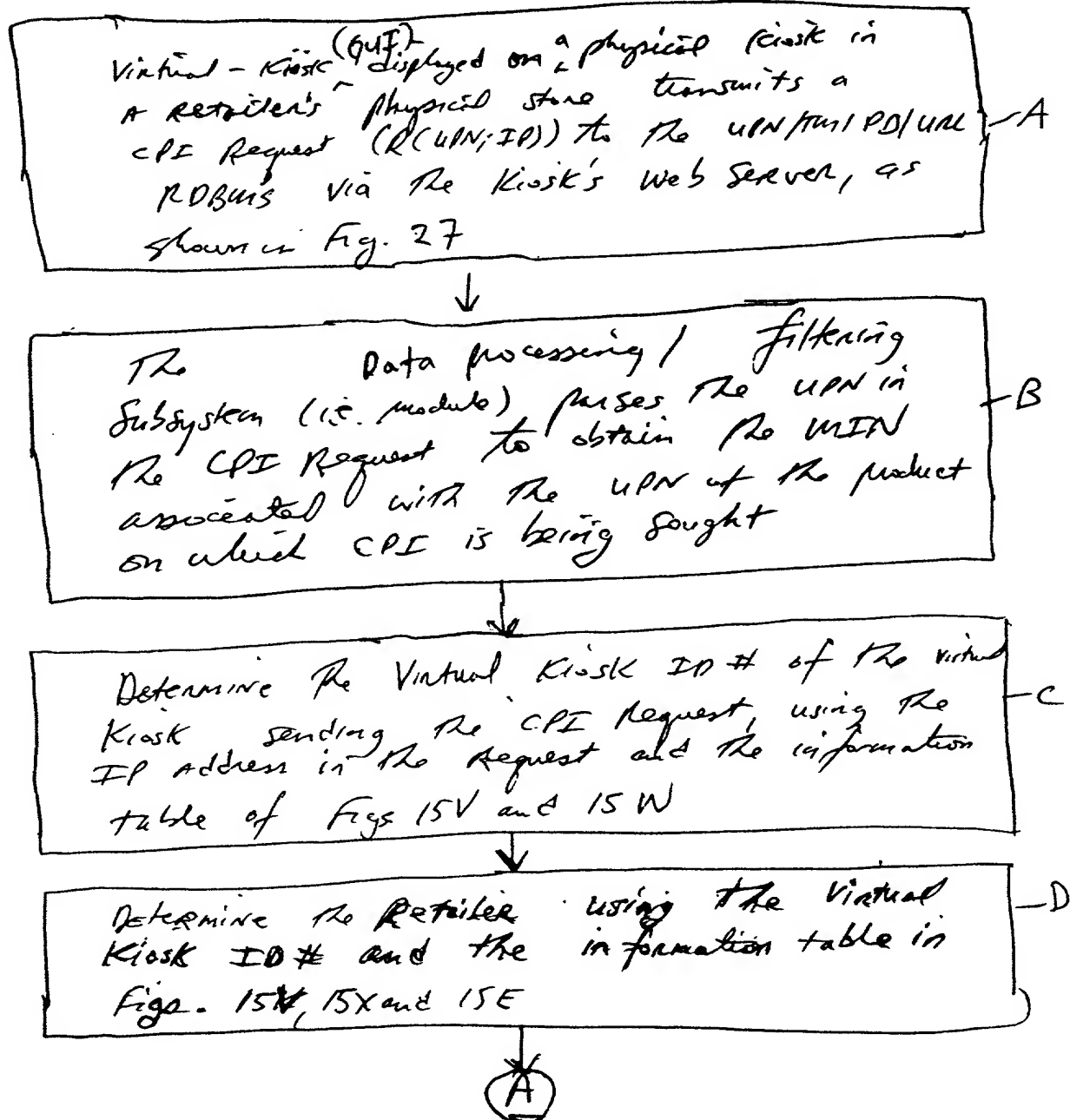


FIG 28A

(A)

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Determine that manufacturer identified by the MIN found at Block B is an authorized manufacturer listed on the Retailer's Retailer/mfg. P-store Relationship List illustrated in Fig. 15F

If the manufacturer identified by the obtained MIN is on the Retailer/mfg. P-store Relationship List, then transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

If the manufacturer identified by the obtained MIN is not on the Retailer/mfg. P-store Relationship List, then do not transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

FIG. 28B

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**Modes of Information Service in the Consumer Product Advertisement  
Marketing, Programming, Management and Delivery Subsystem (502)**

**Advertisers**

- Registration of Advertiser/Creation of Advertiser Account
- Log-in by Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on a Particular Brand or Brands of Consumer Product
- Register Kiosk Advertising Campaign to be Displayed on a retailer-Authorized Subnetwork of CPI Kiosks
- Build Kiosk Advertising Campaign by Placing Ad Spot Orders to Be Run on a Particular Subnetwork of CPI Kiosks
- Run and Display Kiosk Advertising Campaign on Retailer-Authorized Subnetwork of CPI Kiosks
- Modify Kiosk Advertising Campaign
- Monitor Performance of Kiosk Advertising Campaign

FIG. 29



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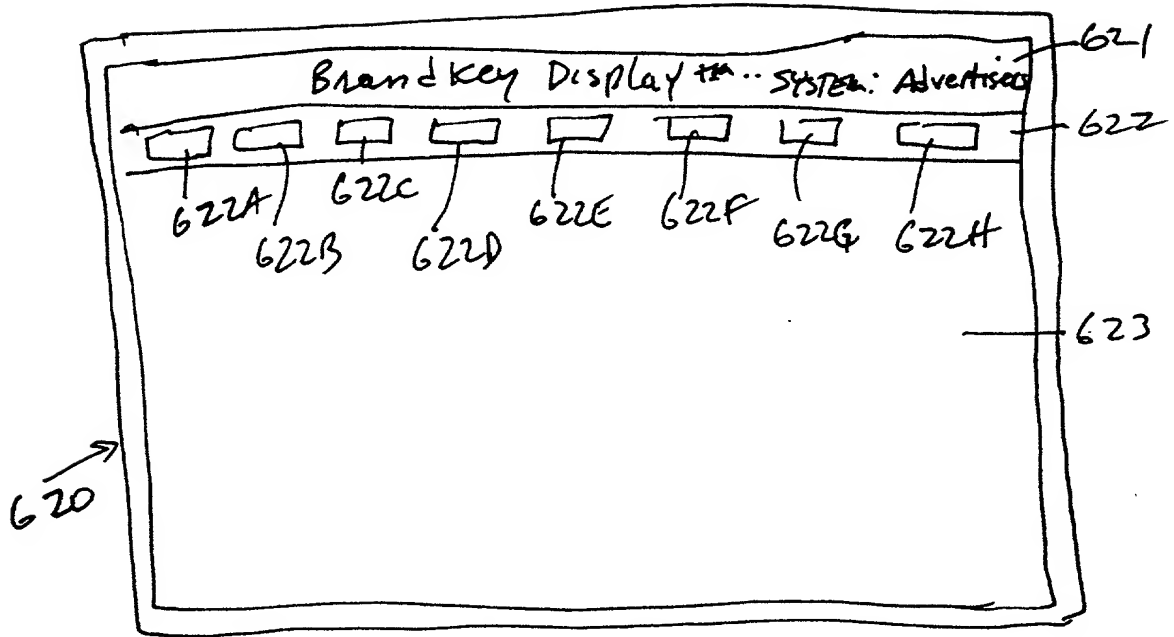
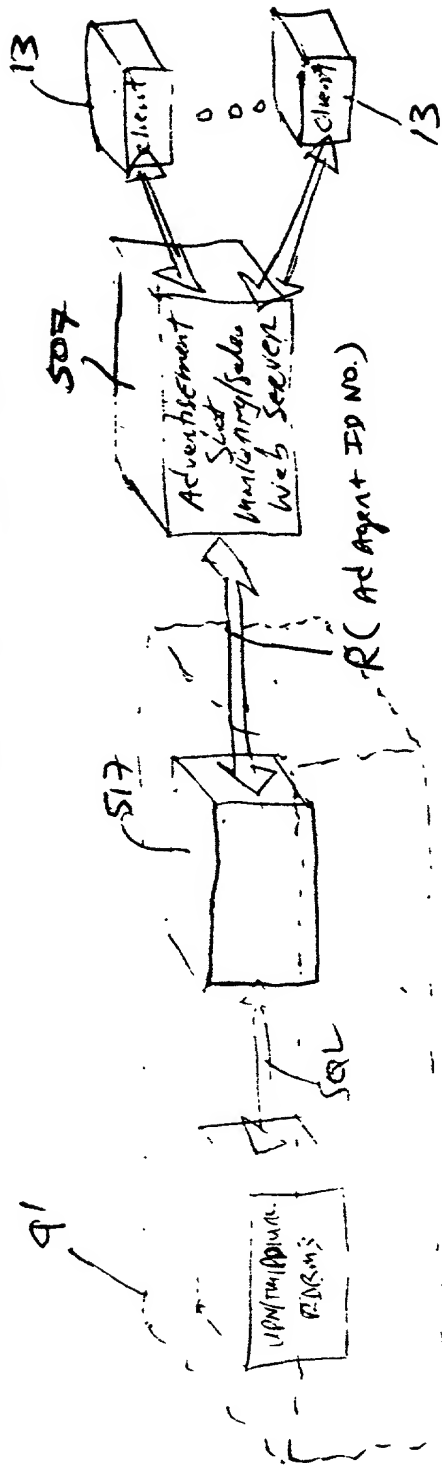


FIG. 30

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DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A KIOSK ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI KIOSKS ON WHICH PARTICULAR ADVERTISERS AND ADVERTISING AGENTS ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT ADVERTISEMENTS, IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION



Ag. 31

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**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK  
ADVERTISING DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND  
VIRTUAL) KIOSKS ON WHICH THE REGISTERED ADVERTISER IS  
AUTHORIZED BY RETAILERS TO PLACE AD SPOT ORDERS FOR  
EXECUTION AND DISPLAY**

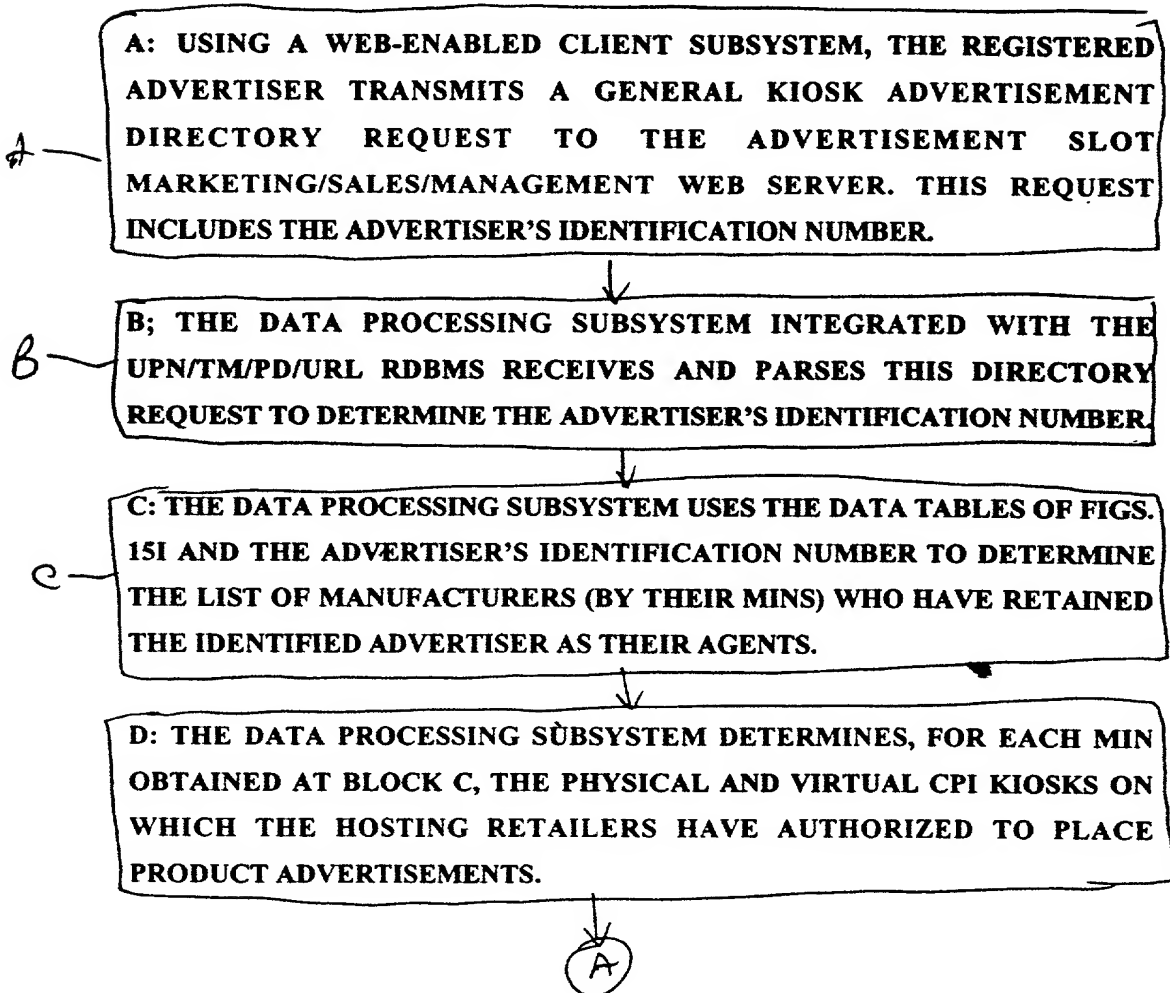


FIG. 32A

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(A)

**E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE ADVERTISER MAY ORDER ADVERTISEMENTS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.**

FIG. 32B

20250703 01:33:00

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF  
 ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED  
 NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI  
 KIOSKS ON WHICH A PARTICULAR ADVERTISER OR ADVERTISING AGENT IS  
 AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT  
 ADVERTISEMENTS REGARDING A PARTICULAR BRAND OF UPN-INDEXED  
 CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE  
 PRESENT INVENTION

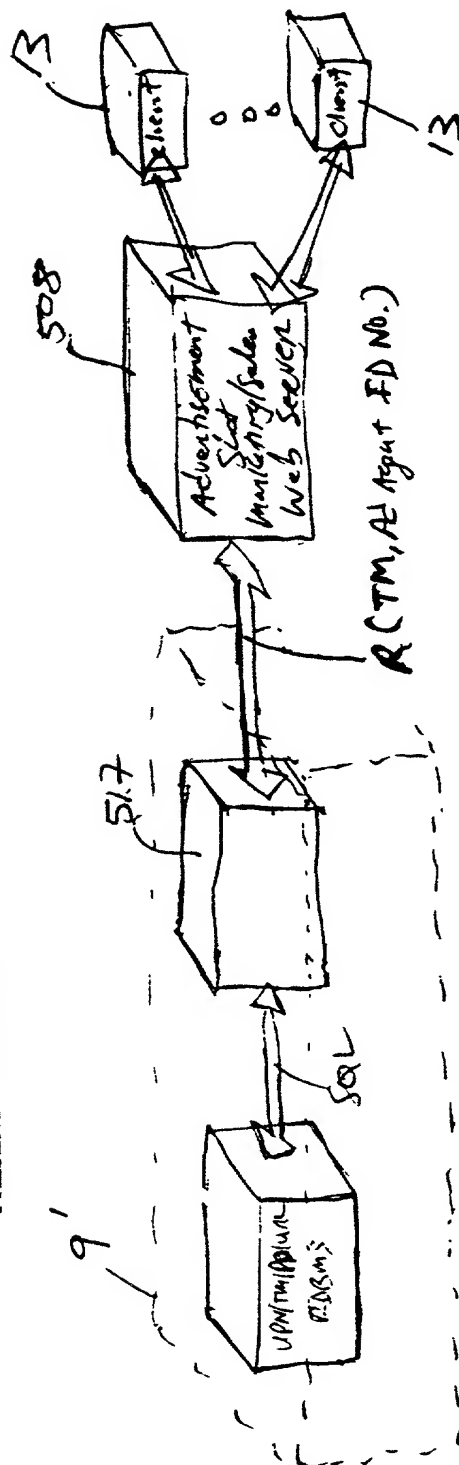


FIG. 33

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**DATA PROCESSING METHOD FOR GENERATING FOR  
GENERATING A BRAND KIOSK ADVERTISING DIRECTORY WHICH  
INCLUDES ONLY (PHYSICAL AND VIRTUAL) KIOSKS ON WHICH  
THE REGISTERED ADVERTISER IS AUTHORIZED BY RETAILERS  
TO PLACE AD SPOT ORDERS FOR EXECUTION AND DISPLAY.**

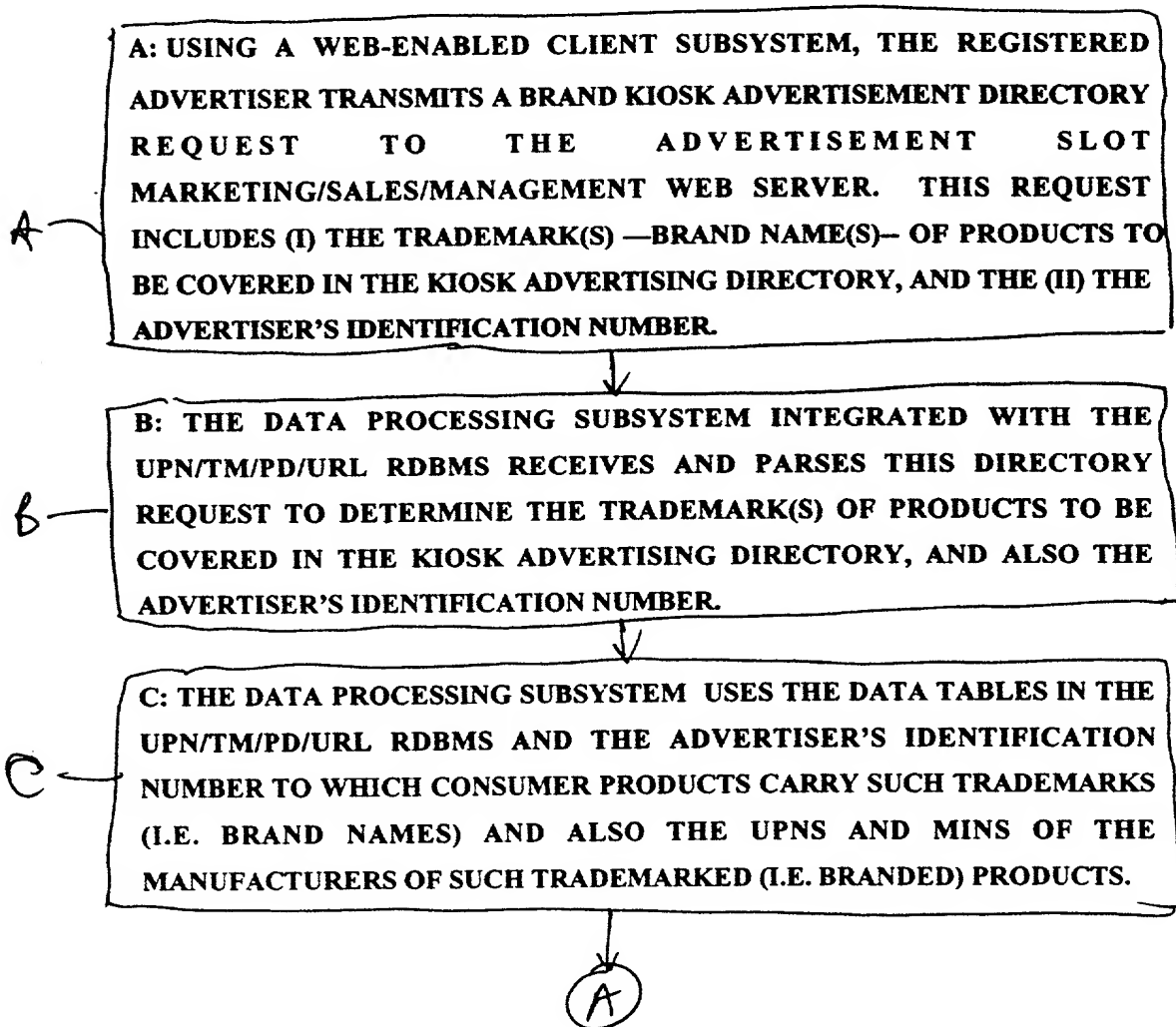


FIG. 34A

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A



D

**D: THE DATA PROCESSING SUBSYSTEM USES THE MINS DETERMINED AT BLOCK C TO DETERMINE THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IN WHICH MANUFACTURERS IDENTIFIED BY SAID MINS HAVING AISLE/SHELF RIGHTS/PRIVILEGES TO DISPLAY PRODUCT ADVERTISEMENTS.**



E

**E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.**

FIG. 34B

10059076-1138000

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Modes of Information Service in the Consumer Product Promotion Marketing.  
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration of Promoter/Creation of Promotion Account
- Log-in by Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks on Which the Promoter is Authorized to Display Promotion on consumer Products
- Display Kiosks on Which the Promoter is Authorized to Display promotions on a Particular Brand or Brands of Consumer Products
- Register Kiosk Promotion Campaign to be Displayed on a Retailer-Authorized Subnetwork of CPI Kiosks
- Run and Display-Kiosk Promotion Campaign on Retailer-Authorized Subnetwork of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

2007-03-27 10:00:00



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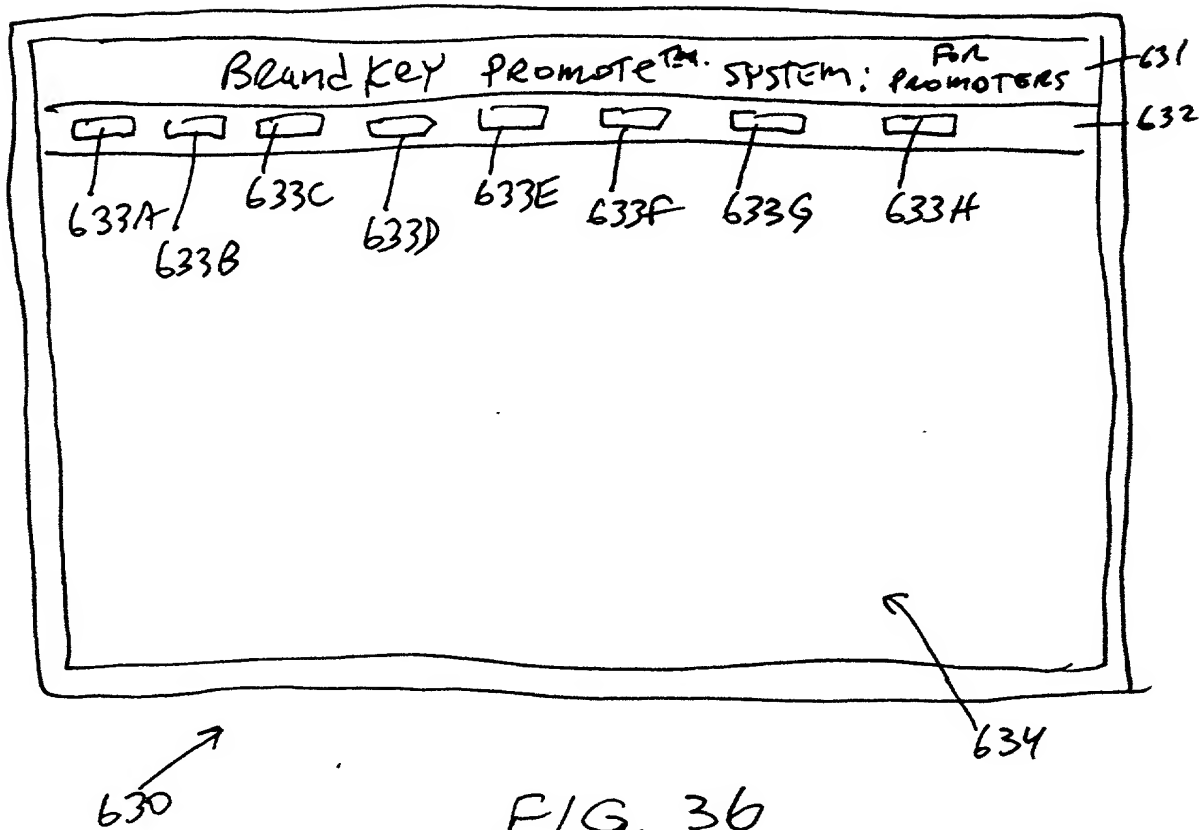
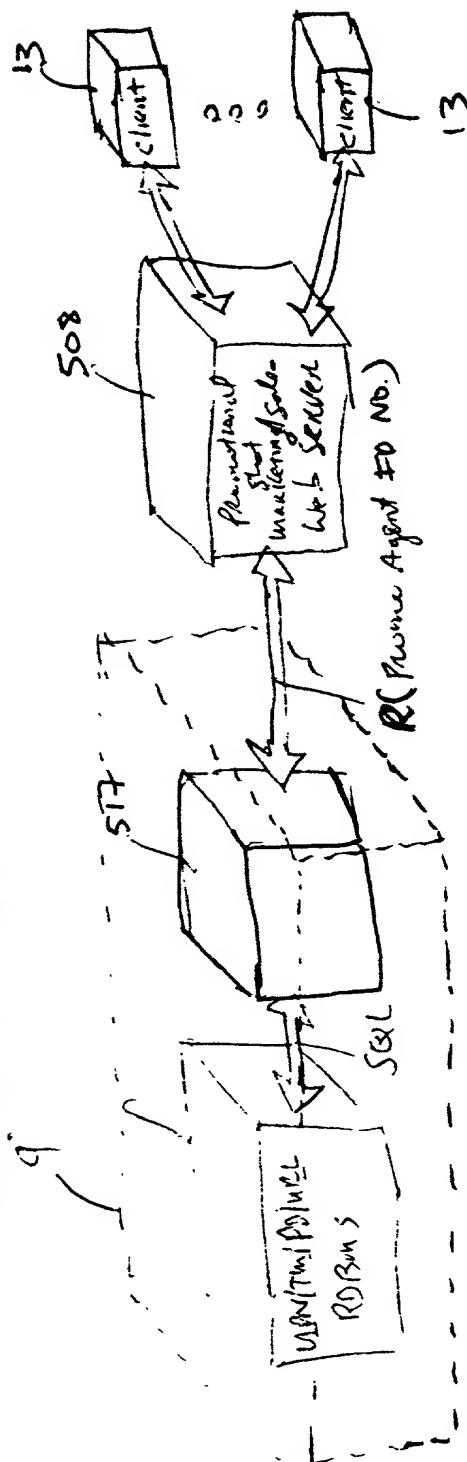


FIG. 36

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A PROMOTION DIRECTORY IDENTIFYING A DEPLOYED KIOSK NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI KIOSKS ON WHICH PARTICULAR PROMOTERS AND PROMOTIONAL AGENTS ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT PROMOTIONS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION



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FIG. 37

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**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK  
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND  
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS  
AUTHORIZED BY RETAILERS TO PLACE PROMO SPOT ORDERS FOR  
EXECUTION AND DISPLAY**

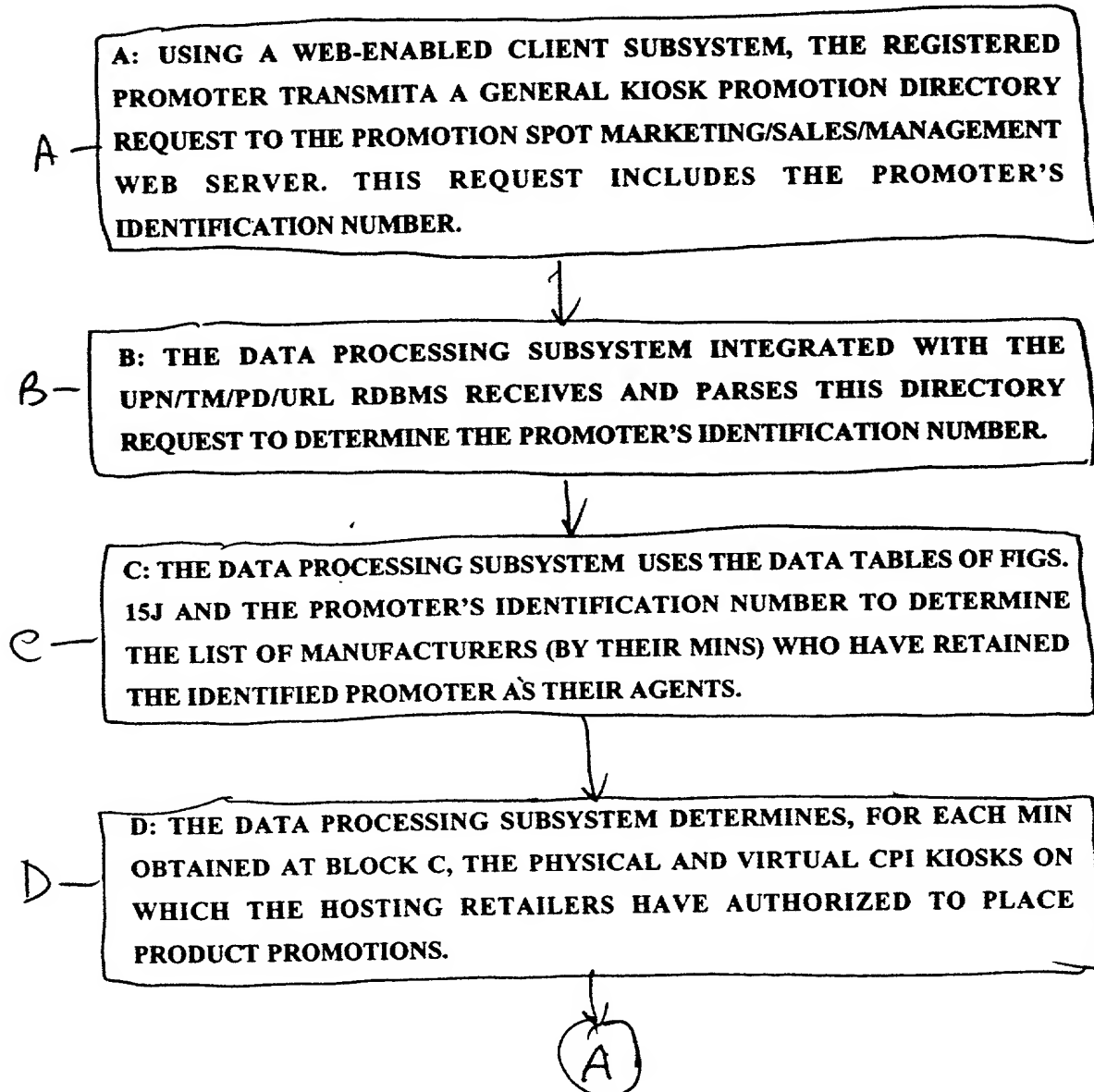


FIG. 38A

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A



E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS 9' TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE PROMOTER MAY PLACE PROMOTIONS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.

FIG. 38B

2025075-0122006

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A PROMOTION DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED OF KIOSKS ON WHICH A PARTICULAR PROMOTER OR PROMOTIONAL AGENT IS AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT PROMOTIONS REGARDING A PARTICULAR BRAND OF UPN-INDEXED CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

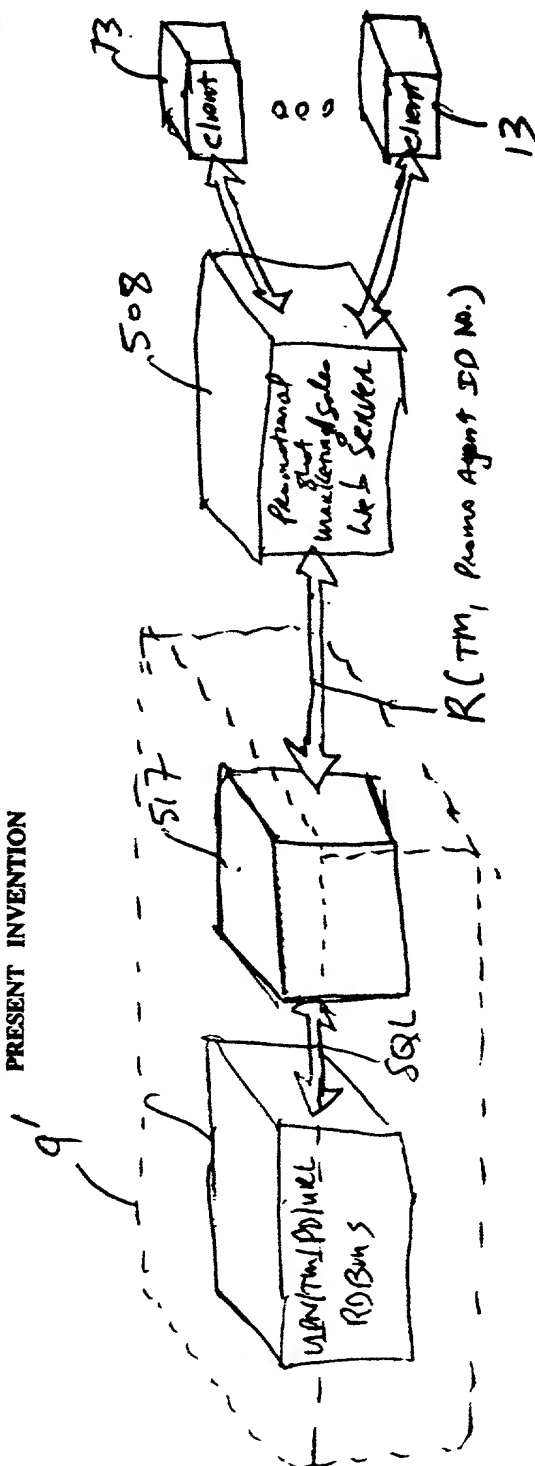


FIG. 39

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**DATA PROCESSING METHOD FOR GENERATING A BRAND KIOSK  
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND  
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS  
AUTHORIZED BY RETAILERS TO PLACE PROMOTION SPOT ORDERS FOR  
EXECUTION AND DISPLAY**

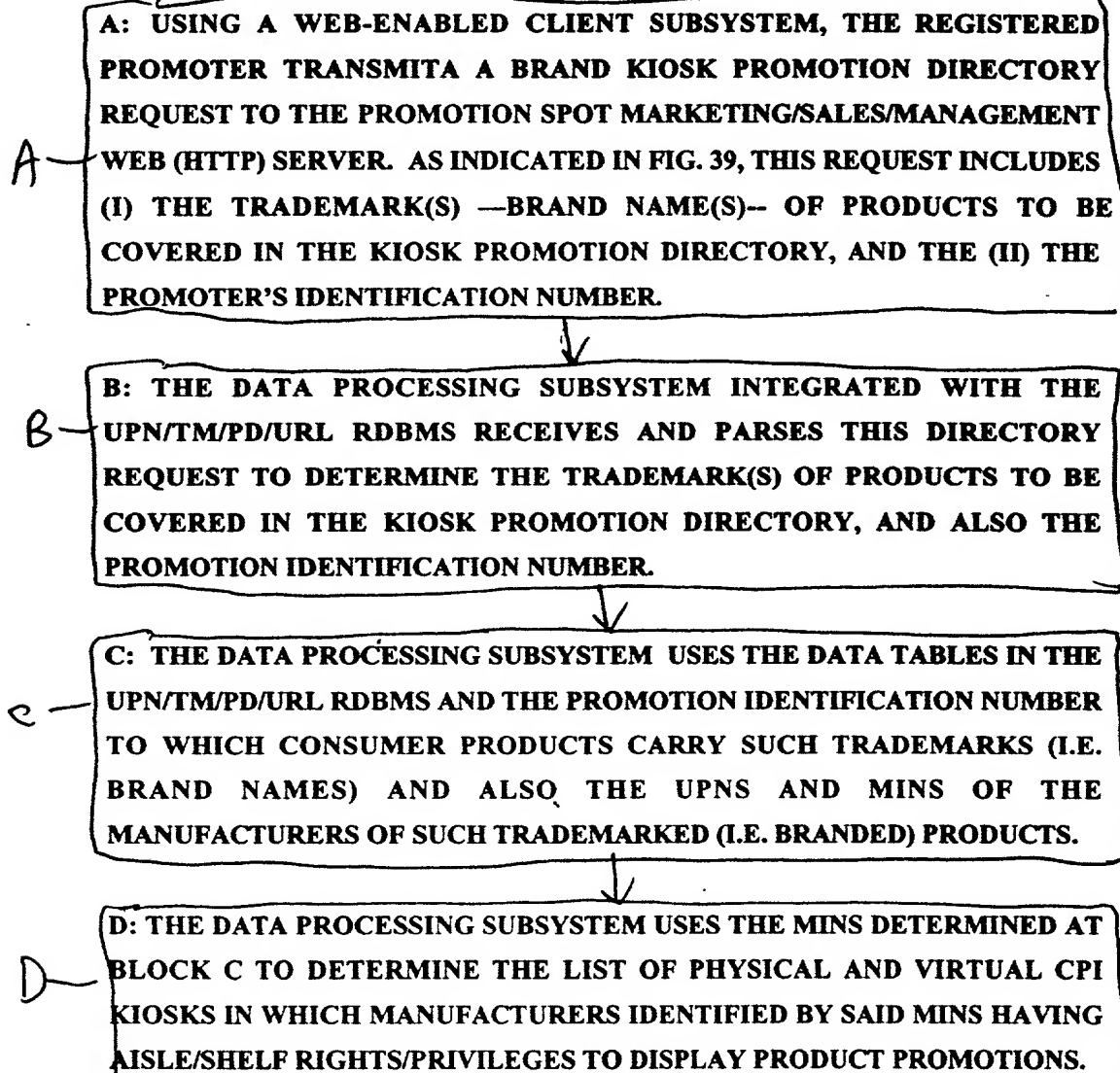


FIG. 40A

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(A)

E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING PROMOTER.

FIG. 40B

physical multi-mode (CPI) kiosk

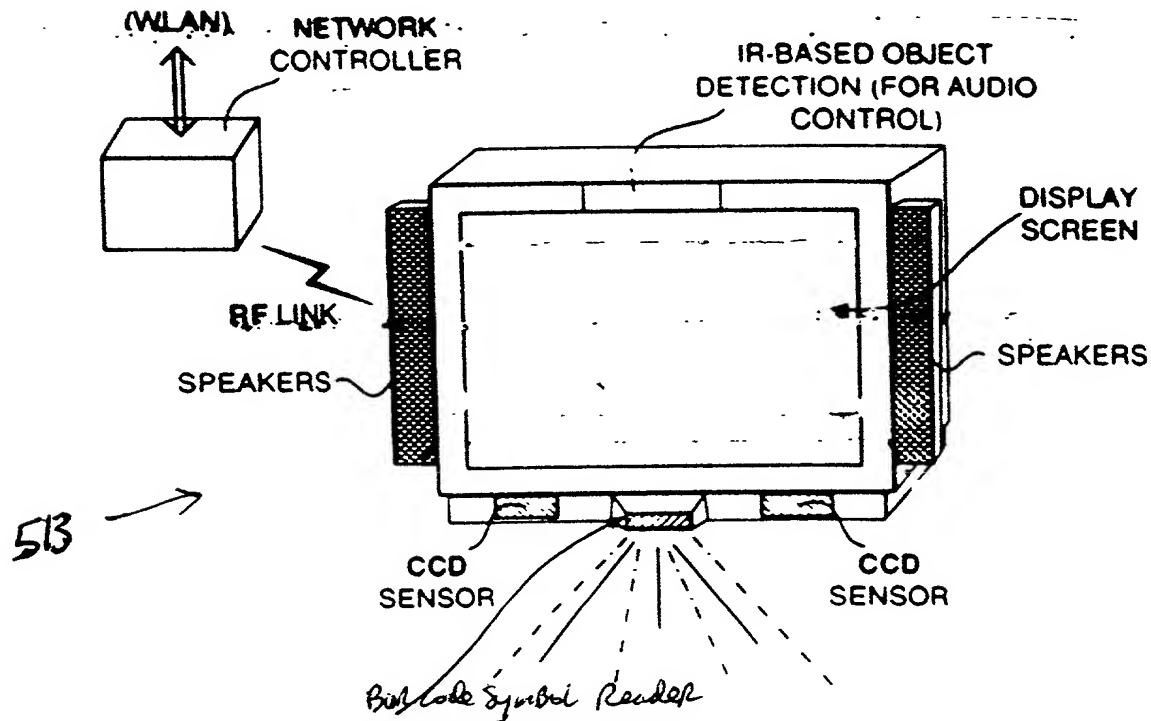


FIG. 41

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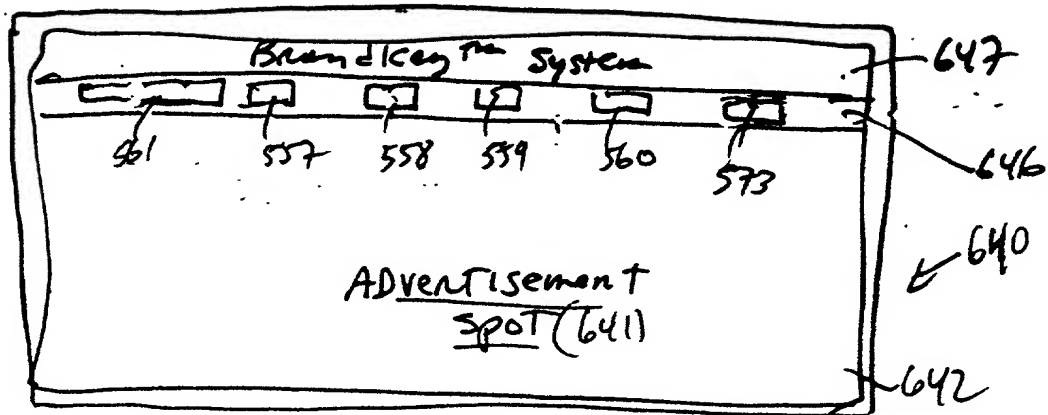


FIG. 42A

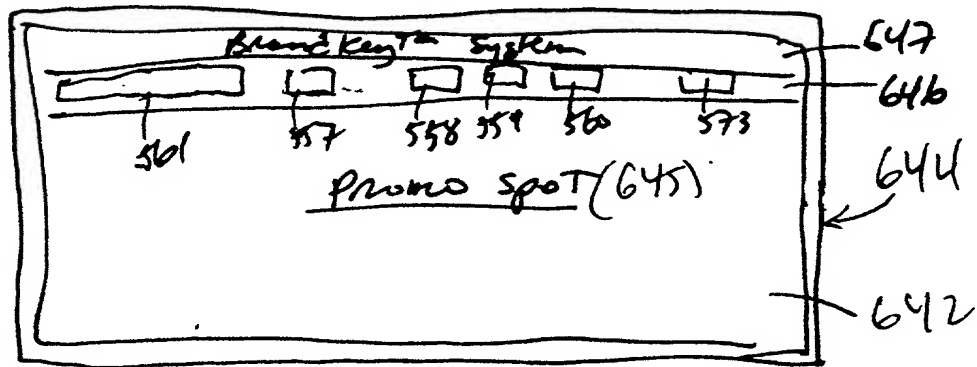


FIG. 42B

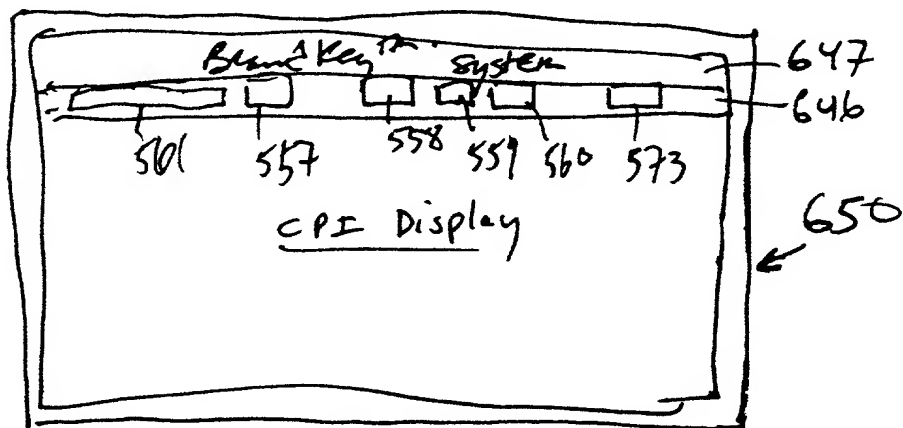


FIG. 42C

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